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BROADCASTING TELECASTING

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JAN 14 1952
DETROIT

. . . no if-and-or-but about it, the big

Bargain

in Baltimore is WITH

ask your Headley-Reed man to prove it!

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Some TV Applicants Face Show Action Page 27

New Congress Revives Broadcast Issues Page 25

Boys Turn Guns On Radio-TV Page 26

TELECASTING Angles on Page 57

21ST

The Newsweekly of Radio and Television

year

What's the 1960 picture?

Will our rockets have reached the moon?

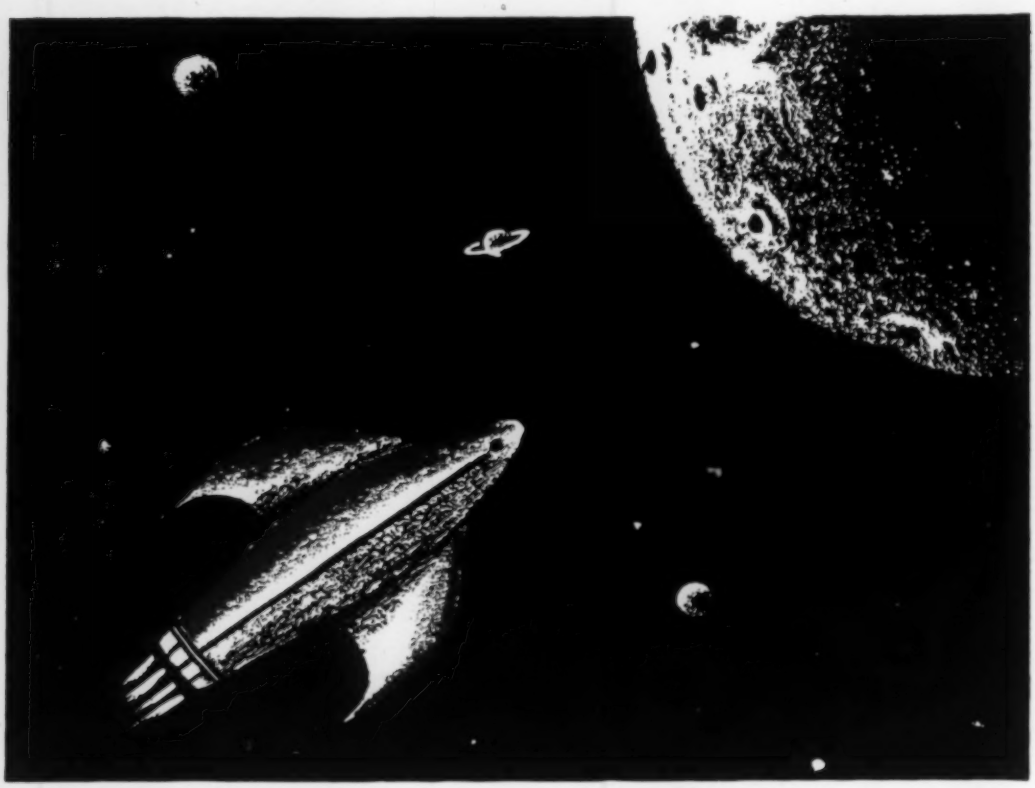
Will the uses of atomic energy be a boon to mankind?

And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.

In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Half the joy of broadcasting is vision. Much of the rest is serving.

Watch the First Stations of Virginia in 1952 . . . WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of N B C.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

a real good team! ★

★ Headley-Reed Company

Radio Station Representatives

TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

SEVEN specialists in producing the best in research and sales promotional data.

NEW YORK • PHILADELPHIA • CHICAGO • DETROIT • ATLANTA • NEW ORLEANS • SAN FRANCISCO • HOLLYWOOD

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XUM

The ABC's of OPS

Twice every week, the battle against inflation becomes personally significant to thousands of housewives in WDEL-TV's viewing area. In cooperation with the Delaware District Office, Office Price Stabilization, Mrs. Edwin Wiedericht, information specialist, appears on WDEL-TV for informal chats with homemakers about OPS and its attempts to keep prices stable.

Other OPS experts in various fields appear on the program from time to time to explain to thousands of viewers what OPS offices are doing to help check inflation.

Cooperation with government offices and with all State and community agencies is a significant segment of WDEL-TV's public service programming.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

FULL SCALE split of Voice of America operations anticipated within next few weeks, stemming from imminent resignation of Edward Barrett as Assistant Secretary of State for public affairs after fulfillment of two-year government service commitment. Slated for new post of Administrator of Foreign Information Administration, responsible only to Secretary of State, is Dr. Wilson Compton, former president of Washington State College, now on a special assignment as director of U. S. Advisory Commission.

IN IMPENDING Voice split, T. L. Barnard, now general manager of information program on leave as executive vice president of Compton Adv., shortly departs on special mission in Europe. Not expected to announce future plans until his return. Expected acting assistant secretary, to handle domestic aspects of Mr. Barrett's operation, will be named. Mentioned as possible interim appointee is H. H. Sargeant, now first assistant to Mr. Barrett.

SEN. William Benton (D-Conn.), reportedly straining on leash to get new Senate hearings on his radio-TV review board proposal, is up against tough statement by Sen. Ed C. Johnson (D-Col.) strongly expressing fear of censorship danger. It can be revealed that Sen. Johnson is leaving question of hearings up to Senate Majority Leader Ernest W. McFarland (D-Ariz.), who's not very enthused with Sen. Benton's proposal.

FIRST official radio homes data from 1950 U. S. Census will match BROADCASTING • TELECASTING county-city estimates [B•T, Jan. 7, Dec. 31] within minor fraction of percentage point, according to check of its work sheets by Census Bureau. Official census figures for radio and TV homes in Delaware due in fortnight.

CHANCES bright for return of $700,000 military recruiting budget to radio and other mass media as Pentagon and Grant Adv. officials work out final details of revised policy. Much of fund diverted from media two months ago under proposed policy of higher-ups, based on Sen. O'Mahoney's budget rider for next fiscal year.

PROCTER & GAMBLE, Cincinnati (Duz), will start radio spot campaign Jan. 21, using day and night minutes in eastern half of country only. Compton Adv., N. Y., is agency.

IT'S NOW said that strength of pressure exerted on Senate Foreign Relations Committee may decide how soon that group's subcommittee will begin hearing North American Regional Broadcasting Agreement, which awaits Senate ratification. Understood FCC via State Dept. had to put bite on committee in order to get subcommittee named.

FROM INSIDE Brazil come reports that President Vargas' regime has designs on con-

(Continued on page 6)

CLEVELAND LAYS PLANS FOR JOINT RADIO DRIVE

PLANS for joint radio promotion campaign in Cleveland set in motion Friday when representatives of all eight Cleveland radio stations conferred with Broadcast Advertising Bureau officials in New York, scheduling second meeting this week in Cleveland to establish committee formally.

BAB spokesmen said Cleveland is first city to take advantage of expanded BAB services designed solely for promotion of radio. Organization pattern presumably will follow similar joint promotion campaigns in Tulsa, Detroit, and Rochester. Program is expected to be laid out among lines of Southern California Broadcasters Assn.'s promotional activities.

Participants in Friday meeting: F. C. Wolf, Ralph G. Rehor, WDOK; Bob Neal, WERE; Lloyd Venard, Michael Sweeney, O. L. Taylor Co. (WERE representative); Carl George, John Garfield, WGAR; Gordon Gray, Goodwill Stations (including WGAR); Hank Poster, Mutual, representing WHK; Stephen S. Machcinski, Adam J. Young Jr. Inc. (WJMO representative); Samuel R. Sague, WSRS; Hamilton Shea, NBC, representing WTAM. Representing BAB were President William B. Ryan, Vice President Kevin Sweeney and Local Promotion Director John F. Hardesty.

ABC SELLING RADIO, TV TIME DURING CAMPAIGNS

PRESIDENTIAL candidates or groups supporting such candidates will be able to buy air time immediately over both ABC Radio and Television, Ernest Lee Jahncke Jr., ABC vice president for radio, and Alexander Stronach Jr., vice president for television, announced Friday.

Requests to buy time have already been received from groups supporting two candidates, according to Thomas Velotta, vice president in charge of ABC Radio news and special events, who will head special unit created to handle such sales for both radio and television networks as well as ABC-owned radio and TV stations. Other members are Thomas P. Robinson and Donald Buck, director and assistant director of political sales, respectively.

BUSINESS BRIEFLY

SEARS RETURNS ● Sears, Roebuck & Co., long dormant as broadcast advertiser, returns to radio in February with two quarter-hour strips on Liberty network. Sears still scanning political convention prospects on ABC AM-TV. Agency, J. Walter Thompson Co., Chicago.

GOETZ PREPARING ● M. K. Goetz Brewing Co., St. Louis (Country Club beer), preparing radio spot campaign in five midwestern states where distribution is heaviest. Agency, Compton Adv., N. Y.

BLOCK'S BIGGEST ● Block Drug Co. planning largest campaign yet for Amm-I-Dent. TV sponsorship enlarged with intensive spot radio drive in sight. Agency, Cecil & Presbrey, N. Y.

PLANE SCHEDULE ● American Airlines, N. Y., planning three-week early morning radio spot schedule in New York, Chicago and Los Angeles, starting Jan. 28. Agency, Ruthrauff & Ryan, N. Y.

SANKA PENDING ● General Foods, N. Y., contemplates buying five minutes on CBS Saturday nights following *Gangbusters* for Sanka coffee. Agency, Young & Rubicam, N. Y.

WINE PURCHASE ● Garrett & Co., Brooklyn (Virginia Dare wine), scheduling evening announcement campaign in radio starting early March. Agency, David Mahoney Agency, N. Y.

KELLOGG WESTERNS ● Kellogg Co., Battle Creek, Mich., to sponsor *Gene Autry*

(Continued on page 94)

STRIKE BRINGS BUSINESS

IN WAKE of Baltimore transit strike last week, paralyzing retail business in local stores, firms began turning to radio-TV Friday for phone order business. Responding to Thursday night wire offer of WAAM (TV) general manager, Ken Carpenter, two department stores early Friday contracted for TV time. Mr Carpenter's telegram to seven larger stores promised retailer announcements would be given priority over regularly scheduled commercials and telecasts.

NCAA Votes Continued TV Restrictions

STRICT control of football telecasts voted overwhelmingly late Friday by National Collegiate Athletic Assn. at Cincinnati convention (early story, page 59). Vote was 163-8.

Program will be enlarged slightly, however, to include games from 30 schools compared to coverage of 18 last autumn under experimental program of football television restriction.

NCAA delegates in effect adopted recommendations of special TV Committee that met earlier in week. Committee had studied preliminary results of survey covering impact of telecasts on gate receipts.

General opinion of delegates, despite this vote, was that colleges must learn how to live with TV. Coaches and athletic directors conceded they are selling football and need promotional value of visual medium.

Seven colleges known to have voted against NCAA curtailment of TV were Notre Dame, Pennsylvania, Kansas, Georgia Tech, Wayne, Ohio State and Rhode Island. Eighth was not identified.

Feeling voiced NCAA would expend football telecast program from year-to-year.

Television action was taken after dinner hour Friday as delegates engaged in hot debate over recommendations of college presidents that football should be cut down to amateur size.

for more AT DEADLINE turn page

XUM

at deadline

STREAMLINED HEARINGS PROPOSED BY FCC

RECOMMENDATION to streamline FCC hearing procedures, in preparation for large number of TV hearings expected when freeze is lifted, was adopted by Federal Communications Bar Assn. at annual meeting Friday. Recommendation called for establishment of joint FCBA-FCC-Assn. of Federal Communication Engineers committee to work out streamlining and simplification procedures.

"Unless a cooperative program is evolved to simplify the procedures by adopting new trial techniques," report of Leonard Marks, chairman of FCBA Committee on Practice & Procedure, said, "tremendous delays will occur resulting in retarding the development of television throughout the country."

Report called attention to lag between practices in FCC hearings and developments in Federal Courts, lack of uniformity on methods to establish certain facts, applicability of rules of evidence, etc. Report also called for revisions of FCC Rules "to prevent inequities," and bring them up-to-date, revealed that some meetings between FCBA-FCC-AFCE already have taken place.

SEMI-COMMERCIAL STATIONS PROPOSAL DRAWS OBJECTIONS

OBJECTIONS to suggestion that educational stations be permitted to go semi-commercial were filed with FCC Friday by WMBD-AM-FM Peoria, WHBF-AM-FM-TV Rock Island and WDWS-AM-FM Champaign. Three broadcasters asked Commission to strike suggestions of Joint Committee on Educational TV along those lines, to deny them or to hold new rule-making hearing on these issues. They claimed issue of quasi-commercial operation by educational station were not included in allocation issues and that JCET was out-of-order in suggesting it.

Recommendation to let educational station carry commercial programs temporarily while it is the only TV service in community was broached by JCET last month [B•T, Dec. 10, 1951]. JCET listed 14 cities where educational station would be only one, 17 others where only VHF station would be educational.

Three objecting stations declared that if FCC agreed with JCET recommendations, educational station should be forced to compete for channel with commercial applicants.

"JCET wants to have its cake and eat it too," the stations' motion said.

FORM PROMOTION FIRM

BEN KAUFMAN, formerly with MBS, United Artists Corp., Universal Pictures and Metro-Goldwyn-Mayer, and George Schrier, formerly publicity manager of WJZ New York and of ABC co-op program department, have formed Kaufman & Schrier, publicity and promotion organization, at 400 Madison Ave., New York. Telephone: Plaza 3-6640.

WTMJ-TV EDUCATION SERIES

SERIES of educational video programs is being presented by WTMJ-TV Milwaukee in cooperation with 10 Wisconsin colleges and universities. Programs, covering wide scope of collegiate subjects, appear under title *Education on Parade*, Sat., 2-2:30 p.m. First program was heard Jan. 12 and series will continue through school year.

In this Issue—

FCC is getting up a sweat trying to meet its schedule for the TV thaw. But that's nothing to the sweat that some station seekers will raise before their applications are acted on. Here's the latest and newsiest word on the new TV allocations plan and how long it will take to apply it. *Page 23.*

There's been $700,000 worth of business sold on networks in the first two weeks of 1952—$120,000 on radio and the rest on television. *Page 27.*

The Owl Drug Store, of Quincy, Ill., is a wise Owl indeed when it comes to using radio advertising. Here's how radio made this store the biggest distributor of veterinary supplies in a 100 mile radius. *Page 93.*

New session of Congress begins with several important pieces of broadcasting legislation hanging fire. *Page 24.* One is an amendment to political broadcasting laws to relieve broadcasters of the vexing libel problem that has always hovered over them: *Page 25.* Another is a new bill that would ban beer, wine and liquor advertising from the air. *Page 26.*

Philip Loeb, allegedly backlisted out of his long-time role in *The Goldbergs*, says he will sue the publishers of *Red Channels*. *Page 60.*

The National Collegiate Athletic Assn.'s Television Committee thinks that strict control of football telecasts accomplished its intended purpose of protecting the gate. It looks as though the policy will be continued. *Page 59.*

Networks are jockeying to clear stations for radio-TV broadcasts of the political conventions. *Page 27.*

TV set makers display their new lines, but the buyers aren't rushing to place big orders. *Page 59.*

A television success story in the field of selling ideas. How a citizens' committee put over a big bond issue and a school tax levy in Dayton. *Page 70.*

Complete list of winners of the annual retail radio program contest co-sponsored by Broadcast Advertising Bureau and the National Retail Dry Goods Assn. *Page 29.*

Ford Foundation's new radio show and the TV debut of *My Friend Irma* are reviewed on *Page 32.*

Upcoming

Jan. 14-15: BAB Research and Promotion Advisory Committees meeting, BAB Hqtrs., New York.

Jan. 15: FCC-Paramount hearing begins, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 6)

trol of television, following pattern of Dictator Peroń in neighboring Argentina, where all modes of intelligence transmission (i.e., newspapers, radio and television) are clutched to bosom of dictatorship. Fact that license of newest television station in Sao Paulo (Paulista) has been kept under experimental authorization although it had planned to take air on Dec. 24, gives credence to reports, plus disclosure that when Vargas took office last year, he placed all broadcast licenses on temporary basis "pending an investigation" of purported "Communistic influences."

CREATION OF new bureau within FCC to handle field services, now part of Chief Engineer's office, expected to be authorized shortly. Plan encompassed in report considered last week drafted by McKinsey & Co., management consultants, retained last year. Final McKinsey (facetiously described as Kinsey) report to be considered this week covers remaining FCC operations, which includes Secretary's office, licensing operations.

CONTEMPT citation by Senate against Clevelanders Louis Rothkopf and Morris Kleinman for refusing to answer questions of Kefauver Crime Committee last summer [B•T, Aug. 20, 1951] while radio, TV and newsreel cameras faced them, hasn't been forgotten. Cases are being readied for grand jury action by U. S. District Attorney's office in District of Columbia. There may be jury consideration in very near future, it's understood.

LEVER BROTHERS, through BBDO, N. Y., reviving advertising campaign for Breeze detergent with radio spot schedule to start Feb. 4 for four weeks.

HARBINGER of future policy of military in regard to production of radio-TV programs seen in release of *The Big Picture*, defense newsreel type battle report, available for institutional TV sponsorship. Program, now on 56 TV stations, released through Army Radio-TV Branch, which is stepping up informational activity in response to demand from broadcast media for more comprehensive coverage.

IN RADIO field, Army is expanding its "home town" coverage programming to embrace both Far Eastern and Caribbean commands. Because of lack of trained "teams," and necessary equipment overseas, production of "hometowners" has been limited.

VOICE OF DEMOCRACY FINALISTS SELECTED

NAMES of 12 high school students who will compete for four national awards announced Friday by Robert K. Richards, NARTB, chairman of Voice of Democracy contest committee. National judging board will select four winners by listening to blind transcriptions. Awards to be presented in Washington Feb. 22, including $500 scholarships.

Finalists are Sylvia Haining, Glendale, Calif.; Dwight Clark Jr., Fort Collins, Col.; Mara Gay Massilink, Burlington, Iowa; Janet Jeanne Clowers, St. John, Kan.; George A. Frilot III, New Orleans; William Montgomery Harlow, Springfield, Mo.; Walker N. Peterson, Great Falls, Mont.; Maranne Legato, Cliffside Park, N. J.; Thaddeus Zolkiewicz, Buffalo; David C. Wright Jr., Greensboro, N. C.; Gary Francis Grief, Spokane, Wash.; Mary Durfee, Madison, Wis.

for more AT DEADLINE see page 94

The Bolling Company is built upon the conviction that station representation can and should be better. It is, for the Bolling Stations! Ask them!

New York • Boston • Chicago • Los Angeles • San Francisco

KLZ—30 YEARS OF SERVICE

CHARLES F. BRANNAN
Secretary of Agriculture

"...too much importance cannot be placed on the work they are doing!"

So spoke Secretary of Agriculture Charles F. Brannan about the winners in the annual KLZ-Denver Post soil conservation contest—now completing its fourth year.

More than $10,000 in cash has been awarded the region's farmers for outstanding soil conservation practices.

This annual soil conservation contest is but one of the many public services performed by KLZ's outstanding farm department.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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• Reg. U. S. Patent Office

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Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

IF YOU WANT TO SELL THE FARMERS ON THE TEXAS AND LOUISIANA GULF COAST

LET George DO IT!

MATHIESON CHEMICAL CORPORATION

525 GULF BUILDING • HOUSTON 2, TEXAS

December 19, 1951

DISTRICT SALES OFFICE

Mr. George Roesner
Radio Farm Director
Radio Station KTRH
Rice Hotel
Houston, Texas

Dear Mr. Roesner:

As we conclude our second year of advertising on your radio program, we would like for you to know that we consider that it has been highly successful. You will recall that in February of 1950 we began advertising on your "Farm Front" radio program over KTRH. That was our first venture into radio advertising of our agricultural chemicals. The results that were obtained were so favorable that in 1951 we decided to try similar programs in several other areas. In fact, we were on seventeen different stations this year, and in 1952 we plan to use about twenty such programs.

We think we can say without a doubt that your "Farm Front" program has been most helpful in selling our products. We are pleased with the high level of ethics on which your program is conducted, and are pleased to notify you that we are increasing our time with you another year.

With kindest regards, I am,

Yours very truly,

MATHIESON CHEMICAL CORPORATION

G. A. Wakefield
Southwestern Sales Manager
Agricultural Chemicals

GAW: gaw

cc - Mr. C. J. Murphy

GEORGE ROESNER
Radio Farm Director
KTRH, Houston, Texas

In coverage area, (1949 BMB), that includes some **136,393** farms, where the farm income amounts to over **$683,-000,000** a year, George Roesner is the number one salesman to farmers.

With an educational background that includes a BS in Agriculture and an MS in Agriculture, from Texas A. and M. plus three years of teaching Vocational Agriculture, George Roesner is eminently qualified for the position of Radio Farm Director on KTRH, a position he has held for the last six years. He is also Chairman of the Southwest Region Radio Farm Directors.

George is highly respected by the farm groups in the area and he is constantly in demand to judge fairs, stock shows and other events and as a featured speaker. In the course of his outside activities as a Radio Farm Director George travels over 40,000 miles a year. He is an active and honorary member in many farm groups such as Future Farmers of America and Future Homemakers of America.

His program, the "FARM FRONT," broadcast every day, (except Sunday), from 5:45 a.m. to 6:30 a.m., is the major source of market, weather and general farm information to thousands of farmers. This fact has been substantiated by direct mail surveys as well as personal sales contacts by George himself for his sponsors.

There are a few co-operative availabilities on the "FARM FRONT" for sponsors who would be non-competitive with such fine firms as

TENNESSEE COAL IRON & RAILWAY COMPANY
UNCLE JOHNNY MILLS
MATHIESON CHEMICAL COMPANY
DR. LE GEAR MEDICINES
HOUSTON LIGHTING & POWER COMPANY
TEXAS RICE PROMOTION ASSOCIATION

For detailed availabilities and rates call or write

CBS KTRH 740

HOUSTON, TEXAS

The only full time 50,000 watt station on the Texas Gulf Coast

John Blair & Company, National Reps.

this

THE TV VERSION OF "tello-test"

A 15-minute, 5-time-a-week show that will be the bell-ringer of 1952 as a viewership-getter and sales-maker!

AT LAST a practical program, custom-built for television...a show that has legitimate, visual values...that will not be great occasionally and sour the balance of the time...but will consistently possess a high measure of interest for the viewer...and wonder of all wonders, finally, a TV package that is sensibly priced so that now an advertiser at the local level can realistically afford this medium and use it to immediate advantage.

WHAT'S MOVIE QUICK QUIZ? Stripped down to its basic elements, it's the same as the radio show, "Tello-Test." An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a *brand new minute movie* and a brand new question. (All movies are original, dramatic productions, exclusively made for this program.) Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. What we're trying to convey is—MOVIE QUICK QUIZ is a most ingenious combination of quiz technique with TV eye appeal—and therefore, cannot help but do a terrific job as a viewership-getter and sales-maker!

AWARDS! Glory be, the contestant wins those good old U. S. Savings Bonds. Every day, the show pyramids with another bond added to the jackpot. What's more, the loot comes as part of the package. Donated by leading manufacturers for a quickie tag mention at the end of the show.

MERCHANDISING HOOK! We've got one that's sure-fire. Guaranteed to bring droves of panting people (and we mean droves!) every day into the sponsor's place of business. Ask us about this hook. It's a lulu!

LEGALITY? Simon-pure. Of course, you'd be a fool not to watch the minute movies—but you can answer each and every question out of your own realm of knowledge, without hints from the films.

QUIZ WHIZ! It's about time we told you that the whole thing has been engineered by Walter Schwimmer, who virtually invented the quiz giveaway show for radio. As most of you know, Schwimmer created and developed "Tello-Test," the country's most successful, most widely syndicated quiz. Now locally broadcast on over 250 radio stations, coast-to-coast. For high listenership ratings and for

is it!

MOVIE QUICK QUIZ

outstanding selling jobs for advertisers—"Tello-Test" has few equals in the land. Schwimmer and his staff of quiz experts have put in two years' work and a barrel of money into research and on-the-air tests to develop MOVIE QUICK QUIZ, the TV version of "Tello-Test." That's your guarantee the bugs have been removed, that the show will work successfully and smoothly, that the gimmicks are sound, and that all the features will be delivered as promised.

HERE'S WHAT WE GIVE YOU. We repeat, MOVIE QUICK QUIZ is a 15-minute, five-time-a-week show, to be telecast by each station locally. Can be put on morning, noon or night. Can be sponsored by local retail chain, local store, national advertiser, or used as a spot carrier by station. We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, and jackpot awards. Station provides emcee. (For stations without camera equipment, we have the answer—ask us.)

HERE'S WHAT YOU DO. You can now buy MOVIE QUICK QUIZ in one or more markets. Practically the entire country is open. So far, we have only exposed the show in three or four spots, where, we must confess, the show was instantly snapped up. You must buy the complete strip, minimum 26 weeks. May we mildly suggest that it may be a wise idea to be opportunistic. Wire or phone your nearest United office—prices and pilot film immediately available.

MOVIE QUICK QUIZ is a Walter Schwimmer Production

Other successful **UTP** *releases:*

ROYAL PLAYHOUSE • HOLLYWOOD OFFBEAT • REBOUND
FASHION PREVIEWS • SLEEPY JOE • THE CHIMPS
FEATURE FILMS • OLD AMERICAN BARN DANCE

● Exclusive distributors for Bing Crosby Enterprises, Kling-United, Marion Parsonnet and others

UNITED TELEVISION PROGRAMS inc.●

360 N. Michigan Ave. Chicago • CEntral 6-0041
444 Madison Ave. New York • PLaza 3-4620
140 No. La Brea Hollywood • WEbster 8-9181

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

***TWO TOP**
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

GUY FRY, art director, Gray & Rogers Adv., Phila., opens own office in same city as consultant in advertising and commercial art.

ROY T. LOCHTEN, media director, Lamb & Keen Adv., Phila., appointed vice president.

JACK MILLER, account executive, Grant Adv., Mexico City, rejoins Lund & Heitman Adv., Honolulu, as commercial manager.

CARROLL K. O'ROURKE, account executive, MacWilkins, Cole & Weber, Portland, elected first vice president of Oregon Advertising Club, that city.

MEYER GOLD, formerly partner in Mason-Gold Adv., Minneapolis, to The Mayers Co., L. A., as account executive.

ETHEL W. CORDNER, William H. Weintraub & Co., N. Y., to Doherty, Clifford & Shenfield, N. Y., as copy writer.

AL GROSS JR., account executive, Hank & Hank Adv., S. F., to advertising department of Cutter Labs, Berkeley, Calif.

on all accounts

LONG after the broadcasting and advertising industries have forgotten the autumn of 1951—year of the National Collegiate Athletic Assn. football experiment—Lansing B. Lindquist will probably waken frequently in the middle of the night from violent nightmares centered around snow stadium roofs, Los Angeles' heavy "dew" and Frost-Free Laundromats.

It's all over now and Mr. Lindquist is learning all over again how to sit quietly at his desk in the Pittsburgh headquarters of Ketchum, MacLeod & Grove. All he has to worry about now are normal radio and TV accounts with billings running up into several millions.

Mr. LINDQUIST

Those familiar with the NCAA-Westinghouse football project concede it was one of the most complex in the history of either radio or TV. In 10 weeks Westinghouse telecast 20 pickups involving 30 teams. Mr. Lindquist was on the road constantly arranging everything from schedules, commercial structures and announcing staffs to pickup crews and technical facilities. The assignment included the first football games ever seen coast-to-coast, in both directions.

Fortunately Lansing Lindquist knows his way around the electronic media. He got the radio bug two decades ago while attending Drake U. in Des Moines, joining WHO as singer and producer of small vocal groups in 1931. Three years later he joined the Cowles Des Moines stations—KSO-KRNT in those days—as a performer, script writer, traffic manager and assistant program director. Next step was program director of WNBX Springfield, Vt., in 1937 with transfer a year later to a second Wilder station, WSYR Syracuse.

Entering the Air Force in 1942 he wound up at the War Dept. public relations setup in the Pentagon with among others, Ed Kirby and Jack Harris. After *Army Hour* planning duties and other assignments he became chief of Gen. Douglas MacArthur's Radio Section, PRO, in Tokyo.

Following the war he returned to WSYR, managing WSYR-FM and working on plans for the TV operation that followed. He married Kay Swanner, whom he had met at the Pentagon, in 1947. The next year he joined WOL Washington as program director, then freelanced around Washington until his affiliation with Ketchum, MacLeod & Grove April 1, 1950.

His accounts at the agency in-

(Continued on page 54)

beat

ARTHUR A. BAILEY elected president of Ward Wheelock Co., Phila. **WARD WHEELOCK** appointed chairman of board; **WILLIAM R. FARRELL** becomes first vice president.

KATHERINE DOYLE SPANN, Elliott & Daly, S. F., to L. C. Cole Co., S. F., as account executive.

ELAINE K. SEWELL, advertising-promotion department, Barker Bros., L. A., home furnishing chain, joins Anderson-McConnell Adv., that city, to head newly created public relations division.

JERRY COLEMAN, partner in Coleman-Jones Adv., L. A., announces formation of Coleman-Packard Adv. Agency, same city.

BERNARD JAY SHAW, WATV (TV) Newark, N. J., appointed account executive at Zlowe Co., N. Y.

J. GREGORY JULIANO, *The Detroit News*, appointed to public relations staff of Betteridge & Co., Detroit.

THELMA CLARK, buyer with American Merchandising Corp., L. A., to Bogerts & Tibbitts, Hollywood, on Vernon Kilns (dinnerware) account.

ALTES BREWING Co., San Diego (Altes Golden Lager beer), names Phillips-Ramsey Co., that city, to handle advertising. Radio and television will continue to be used with other media.

RUSSELL BRANCH has joined John L. Roach Advertisers Production Agency, L. A., as production manager.

MARION HARPER JR., president, McCann-Erickson, N. Y., appointed chairman of advertising and publishing division of the 1952 Boy Scout Fund Drive.

EARL BRONSON, radio-television director of Schwimmer & Scott, Chicago, to Charles S. Temkin Agency, same city, as radio-TV manager.

MENO SCHOENBACH, southwestern information chief for U. S. Dept. of Agriculture, to Herbert Rogers Co., Dallas, as executive vice president of the advertising and public relations agency.

KEITH BABCOCK, manager, Biow Co., S. F., to Ryder & Ingram, Oakland, as copy chief.

JAMES M. CECIL, president, Cecil & Presbrey, N. Y., appointed member of board of trustees of New York U. Bellevue Medical Center.

L. E. McGIVENA & Co., N. Y., elected to membership in American Assn. of Advertising Agencies.

JOHN D. SPEIRS, Lennen & Mitchell, N. Y., appointed treasurer.

FERGUS MEAD, vice president, Buchen Co., Chicago, named to National Industrial Advertisers Assn.

ROBERT F. DEGEN, account and merchandise executive, Ted Bates & Co., N. Y., appointed associate professor of marketing by New York U.'s School of Commerce, Accounts and Finance.

JACK SIMPSON, radio-TV director, Russel M. Seeds Agency, Chicago, to Foote, Cone & Belding, same city, as radio-TV executive on the Armour & Co. account.

THOMAS J. HARRIS, vice president, Hamilton Adv., Chicago, opens Thomas J. Harris Adv. Agency, same city.

EARL H. TIFFANY JR., account executive, H. B. Humphrey, Alley & Richard, N. Y., named vice president.

ROBERT C. RANSOM, advertising sales promotion department of Tide-Water Associated Oil Co., S. F., to advertising department of Borden Dairy Delivery Co., S. F.

C. W. BAILEY, Allied Radio Corp., Chicago, to Marsteller, Gebhardt & Reed, Chicago.

tv
penetration . . .

penetrate what?

Among the new terms which have come out of the tv business along with "hassle" and "boo-boo" is the classic of misdirection . . . PENETRATION.

Television sets are purchased and used, but a gross of them couldn't penetrate a toy balloon.

In the interest of good radio stations everywhere, WBEN points out that what's good for the new goose is good for the old, experienced gander. If advertising is going to be placed on the basis of "penetration," radio should be credited for having achieved 100% "penetration" a couple of decades ago.

A count of radio-set sales last month showed that Buffalo's top distributors are still selling up to 2 or 3 radio sets for every tv set sold. An honest effort to estimate the number of automobile radios shows that there are about 50,000 more auto sets than there are total tv sets in the WBEN area. Probably an "impartial survey" would show radio's "penetration" to be 300%!

What's penetrating what? . . . or is this whole business just so much electronic jabberwocky?

WBEN

NBC BASIC BUFFALO

Represented Nationally by Petry

A Word About The Colonels' Ladies At F&P!

With something of a shock, we suddenly realize that, despite all we've had to say about the *good men* here at F&P — we've never paid public tribute to the many young ladies in our employ, all of whom help so much to make "F&P Radio Service".

You probably know one or two of them, yourself — at least the sound of their efficient and helpful voices on the telephone, or their cryptic initials at the bottom of their bosses' letters. But we hereby acknowledge that without their quick hands and sharp brains, the wheels of this pioneer organization would grind quickly to a stop.

Aside from the invaluable F&P Colonelettes in our Accounting Department and other "staff" positions, every F&P account man has the full-time assistance of a capable "girl Friday", who knows the ins and outs of his daily duties just about as well as he himself does.

Like our Colonels themselves, our Colonels' Ladies are in every case selected, cream-of-the-crop people who are chosen for their special qualifications, and who quickly learn to take as vital and informed an interest in spot radio as do the account men with whom they work. The efforts of all these intelligent and capable women are a substantial part of the "pluses" which make *Free & Peters Radio Service.*

FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH

By Ewing Galloway, N. Y.

INC.

HOLLYWOOD SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
. . . . .	
Charleston, S. C.	WCSC
Charlotte	WIST
Columbia, S. C.	WIS
Norfolk-Newport News	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
. . . . .	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

"COVERAGE ALONE ISN'T ENOUGH"

It takes more than WGST's heavy penetration of Atlanta's 36 county trading zone to sell your product in this booming area. It takes WGST's top local and ABC programs, WGST's high-powered sales support to retailers and wholesalers and it takes WGST's local acceptance. That's why more Atlanta advertisers buy more time on WGST than any other Atlanta station. Get the full story by contacting WGST or our national reps.

WGST
ABC • ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

new business

Spot • • •

INTERNATIONAL MILLING Co., Minneapolis (Robin Hood Flour), to sponsor 26 quarter hour programs, *The Robin Hood Show*, to be released on approximately 100 stations. Records to be cut by Radiozark Enterprises, Springfield, Ohio, at Western Recorders, Hollywood. Agency: Kastor & Sons, Chicago.

DR. HISS SHOE STORES, L. A. (health shoes), renews *Flying Feet* on five ABC California stations (KFMB San Diego, KITO San Bernardino, KPMC Bakersfield, KECA Hollywood, KMOD Modesto), Sun., 8:30-9 a.m. PST, for 52 weeks from Jan. 6. Agency: Hal Stebbins Inc., L. A.

LUCKY LAGER BREWING Co., S. F., Dec. 16 started half-hour weekly TV film, *Foreign Intrigue*, on KNBH (TV) Hollywood for 52 weeks. Other stations may be added. Agency: McCann-Erickson Inc., S. F.

CALIFORNIA TELEVISION REALTORS Assn., L. A., sponsors *Homes for Sale*, KTTV (TV) Hollywood, Sun., 12-12:15 p.m. PST, for 52 weeks from Jan. 13. Agency: Alan Lane & Assoc., L. A.

STANLEY MFG. Co., Decatur, Ill. (Sweetose syrup), began sponsorship of *Smiley Burnette Show* Jan. 7 on 14 stations three mornings weekly for 52 weeks. Agency: Ruthrauff & Ryan, Chicago.

HARTZ MOUNTAIN PRODUCTS, Chicago (pet foods), starts Sunday afternoon music programs on Canadian stations. Agency: Paul-Taylor-Phelan Ltd., Toronto.

Network • • •

ADMIRAL CORP., Chicago, renews annual radio and TV sponsorship of Golden Gloves Chicago finals March 7 and All Star football game August 15. Coast to coast telecast over DuMont. Mutual Network to broadcast both events.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield Cigarettes), to alternate sponsorship of *Dragnet* Thursday on NBC-TV with series of five mystery dramas. Starting March 20, TV version of *Gangbusters* will alternate with *Dragnet*. Agency: Cunningham & Walsh, N. Y.

VITAMIN CORP. of America, Newark, N. J., to sponsor Monday telecast of *The Goldbergs* returning to NBC-TV network Feb. 4, Mon., Wed. and Fri., 7:15-7:30 EST. Agency: Duane Jones Co., N. Y.

CROSLEY DIV. of Avco Mfg. Co., Cincinnati, began sponsorship of *Father Knows Best* Jan. 10 on NBC Radio. Show dropped by General Foods Corp. (Maxwell House Coffee) after two year sponsorship. Agency for both companies: Benton & Bowles, N. Y.

Agency Appointments • • •

CAMPANA SALES Co., Batavia, Ill., names Tim Morrow Agency, Chicago, to handle D.D.D. prescription business. Wallace-Ferry-Hanley, Chicago, handles Campana's Italian Balm.

VAL-SWEET SALES, S. F. (packers of Val-Sweet grape nectar), appoint J. Walter Thompson Co., S. F.

MOTHER'S CAKE & COOKIE Co., Oakland, appoints Honig-Cooper Co., S. F. Heber Smith is account executive.

LOUIS MILANI FOODS, L. A. (1890, other salad dressings, food specialty products), appoints Leonard Shane Agency, L. A., to handle advertising for all media in major markets nationally, effective Feb. 1. **JIM WARD** named senior account executive on account.

THRIFTY DRUG STORES Co., L. A. (California chain), with annual appropriation of around $2 million for all media, appoints Factor-Breyer

(Continued on page 85)

BULLETIN TO ADVERTISERS

WDAF, pioneer radio station of The Kansas City Star Company,
is proud to present to national spot advertisers
and advertising agencies the

HENRY I. CHRISTAL COMPANY

as its exclusive representative in national spot radio advertising.
"Hank" Christal is a pioneer in his own right and needs
no introduction to the advertising fraternity.

WDAF salutes Mr. Christal and his associates,
and welcomes this fine representation,
knowing it will reflect to the benefit
of station, advertiser and agency.

Offices of the Christal Company:
300 Park Ave., New York City *333 N. Michigan Ave., Chicago*

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 WATTS—FULL TIME—610 KILOCYCLES—BASIC N.B.C.

Available!

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, REpublic 4000.

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

HUBERT HOLLOWAY, who discusses international and national issues and events in a folksy style over WLW Cincinnati, has been hailed by listeners and the press as "something new in radio."

Mr. Holloway, veteran newspaperman and writer, is heard five nights weekly over WLW on his five-minute program, *I See Today by Holloway.*

A *Cincinnati Times-Star* columnist has this to say: "He's not Will Rogers. He's not H. I. Phillips. Cobb. But in my opinion he offers a humorous slant on the news that is original but reminiscent of those three great humorists. He is Hubert Holloway, latest importation of WLW and a discovery of James D. Shouse, board chairman of Crosley Broadcasting Corp."

Mr. Holloway

The *Times-Star* columnist added that Mr. Holloway is a "welcome relief from some of the newscasters who take themselves so 'veddy-veddy' seriously."

A writer for the *Cincinnati Enquirer* commented in a column: "Something different in the way of radio commentary is the five-minute stint of Hubert Holloway. . . . If it weren't so overworked, 'homespun' might be the word for his easy, half-satirical style. Stripping it down to lean meat also keeps his commentary on the unusual side."

Typical of Mr. Holloway's broadcasts is the paragraph with which he opened his Dec. 18 program:

"Hello folks. . . . I see today that we are having some tough sledding in trying to run the world. Some of the folks who used to help run it now say we are trying to bring back the balmy days by acting balmy. It seems that people in older nations have the idea that we are youth having a fling. They claim we don't look at price tags."

Mr. Holloway himself feels this way about his commentaries: "What America needs today, even more than a five-cent cigar, civil service for Presidential candidates or a $1,000 automobile, is a good laugh at itself.

"My objective is to take things in the news and make people think about them by applying humor to make it palatable."

strictly business

SIMPLICITY is of "paramount importance" in television commercials, in the view of Otis Parker Williams, general sales manager of Video Varieties Corp., New York.

He feels that the elimination of gimmicks, lots of people and busy settings are a must.

"Don't forget," he warns, "you are asking people to take 20 seconds of their time to hear your message. . . . Good taste is of primary importance."

For current filmed commercials, Mr. Williams has helped contact some 30 companies, including Benrus Watches, Bordon Co., Falstaff Beer, McKesson & Robbins, Whelan Drugs, and—shown only in the Midwest so far—an up-to-the-minute series for Thor Washing Machines, featuring Imogene Coca in her only commercial endorsement.

Video Varieties and its New York subsidiary, West Coast Sound Studios, also produce TV programs—such as the 39-week Betty Crocker series for General Mills last year—and screen tests, and has even turned out a few feature films.

Mr. WILLIAMS

Business film clients include such organizations as General Electric,

(Continued on page 80)

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY *NEWS STATION* ON THE AIR *24 Hours daily around the clock*

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.

open mike

Crossing the Bar

EDITOR:

In your Dec. 24, 1951, issue . . . you have reported in considerable detail certain findings and recommendations of a Committee on Civil Rights of the New York Bar Assn.

It appears that this committee would hope, through its recommendations, to establish a bar against the use of radio and/or television and newsreels at any and all judicial or quasi-judicial proceedings in the nation. . . .

I am alarmed that this type of thinking is afoot in our country, especially at the level of the New York Bar Assn. . . . If I am not mistaken (and I don't think I am) all Congressional committees, courts, commissions, etc. established to function officially in the public's interest under law already possess all of the authority needed to promulgate any restrictions needed to safeguard dignity and decorum and to protect the rights of any and all participants in any proceeding against abuse of any kind . . .

Gerald R. Chinski
Houston, Tex.

* * *

Educating Educators

EDITOR:

. . . Unfortunately, there is no denying BROADCASTING • TELECASTING editorials about education's failure to grasp its opportunities in radio, years ago, as well as its probable inability to embrace television possibilities now. However, there may be reason to think that educators do appreciate their present position in TV considerably more than they did during the early days of radio. Whether they can and will take action in time is the question! Sure, I know it's later than I think! But there are a few more of us with commercial backgrounds in the radio-television educational area than heretofore. This doesn't take the place of degrees, you understand. We're working toward the approved doctorates, but how much more valuable it would be if we learn television through practical on-the-job training without the necessity of degrees. Briefly, that's the radio-TV educator's problem.

To a large extent our position is nebulous, academically. Our advice is rarely sought and seldom considered. Then, there is the matter of MONEY plus the slow process of educational administration . . . involving and evolving. Sort of a cross between army and bureaucracy. Don't misunderstand me! We love our work and think we're doing a good job. We're just squaring off with the facts and recognizing the "democratic process" and the "academic procedure." Should we live so long to see the outcome of these distracting abstractions!

I don't know what I would do without BROADCASTING • TELECASTING. For the past 12 years, it's the only publication I know which gives accurate, current radio-TV news. . .

Virginia Howe
Assistant Professor, Speech Dept.
Kansas State College
Manhattan, Kan.

* * *

Not in New Haven

EDITOR:

. . . I notice in the Dec. 31 issue, on page 82, column 1, in the WICC story that Garo Ray has an interest in WNHC-AM-TV. Garo has not been a member of our organization since Oct. 1, 1951. He left to start his own film production agency in Stratford [Conn.]. . . .

Aldo DeDominicis
Secretary-Treasurer
WNHC-AM-FM-TV
New Haven, Conn.

* * *

Hot Cargo

EDITOR:

We noted with grateful appreciation the fine article in your [Jan. 7] issue about our film, *Cargo to Korea*. We have now passed the hundreth TV station who has used the film.

Our experience with this motion picture, specifically produced for television, leads us to a number of conclusions. . .

1. If motion pictures are produced well, and relatively propaganda free, the opportunities in television for mass audiences are virtually unlimited. In few words, good documentary type motion pictures specifically produced for television offer by far the greatest value of any media of information or public relations. . . .

2. Our experience proves that good films, if they can be kept over a period of time by most television stations, will be used many times, and resulting audiences will far surpass loans of such films to theatrical distributors, clubs and other groups and organizations. . .

John Forney Rudy
Director, Public Relations
National Federation of American Shipping
Washington

TRACTORS

. . . trade-mark of the

Prosperous Kansas Market

Tractors are an index of progressive farming. They make for low-cost, volume production and high profits.

*In Kansas, there are one and one-eighth tractors for every farm . . . and they're increasing at the rate of 1,200 a month.**

Here's a market index you can hang your hat on! It shows buying ability, promises increased production, greater buying power, more leisure time, and still higher living standards.

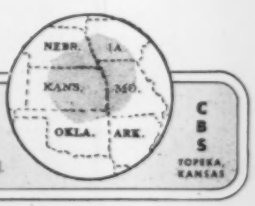
IMPORTANT! These modern farm families are the same ones that make up WIBW's large, loyal audience. WIBW is the station they listen to most.** WIBW is the most powerful single medium you can use to sell the Prosperous Kansas Farmer.

* *U. S. D. A.*

** *Kansas Radio Audience '51*

WIBW

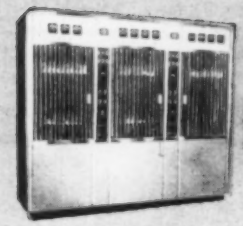
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



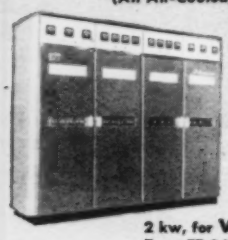
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...

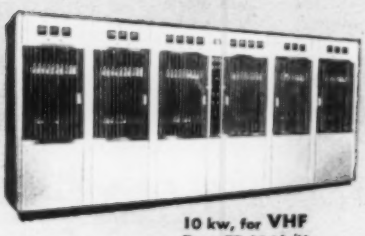
500 watts, for **VHF**
Type TT-500 A/B
(All Air-Cooled)



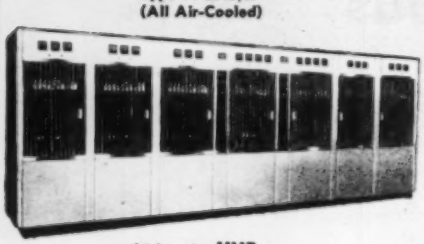
1 kw, for **UHF**
Type TTU-1B
(All Air-Cooled)



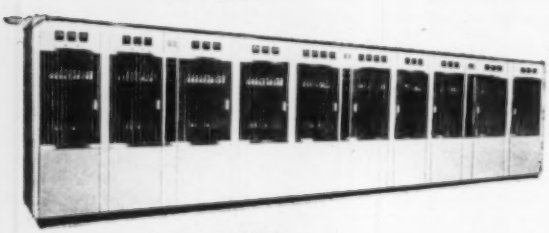
2 kw, for **VHF**
Type TT-2AL/H
(All Air-Cooled)



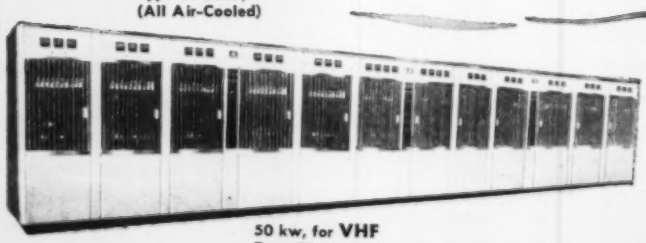
10 kw, for **VHF**
Type TT-10AL/H
(All Air-Cooled)



10 kw, for **UHF**
Type TTU-10A



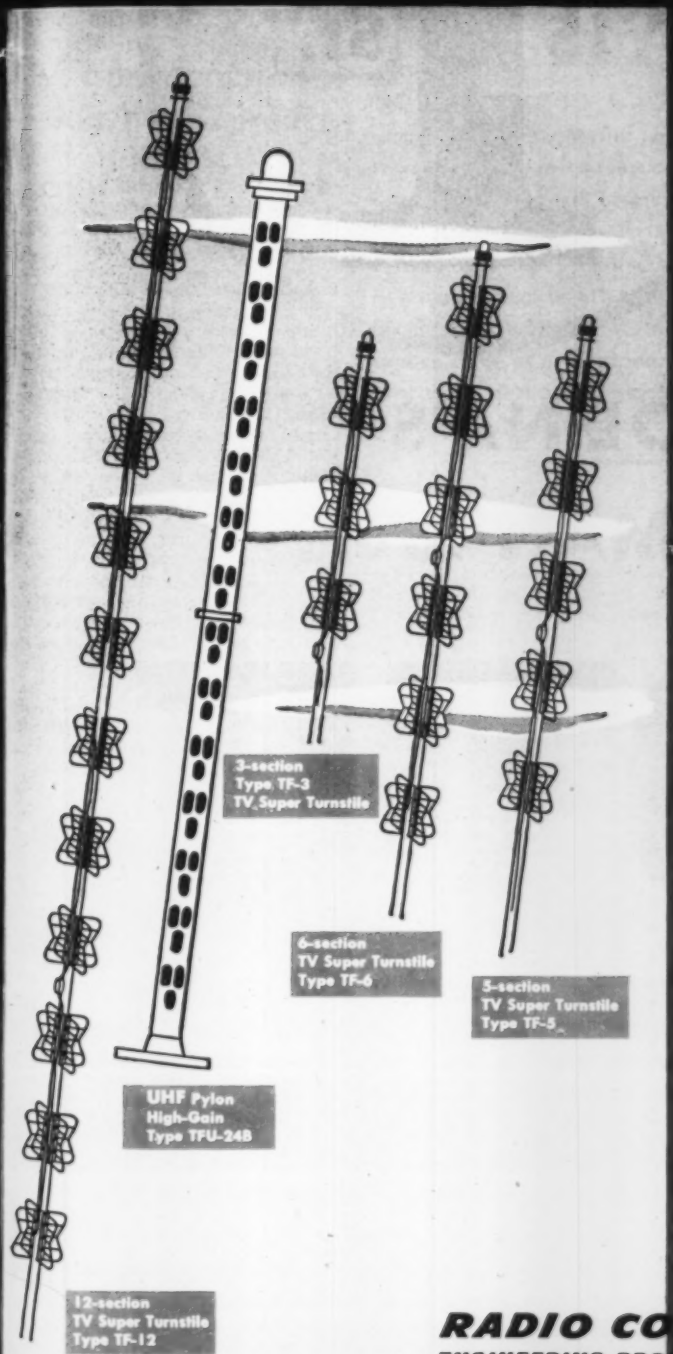
20 kw, for **VHF**
Type TT-20BL/H
(All Air-Cooled)



50 kw, for **VHF**
Type TT-50AL/H

power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER



With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, *you can get the power you want in several different ways!*

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination!* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination too!*

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

NORTH CAROLINA IS 1 St.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina

50,000 WATTS

680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING

VOL 42, No. 2 JANUARY 14, 1952

IS TV HEADED FOR DOUBLE STANDARD?

IN WASHINGTON last week the forecasters of television weather were beginning to predict that the TV thaw, expected next month, won't mean an early spring. For some TV station applicants there will be months and years of cloudy skies ahead. Indeed the thaw itself, although scheduled for the end of February, wasn't coming easily. The FCC was working on a new and intricate allocations plan which would, in effect, set up dual standards for thickly populated areas and for open spaces. And, at present manpower levels, the Commission looked forward to perhaps as much as eight years of work in processing the applications it expects to receive when the freeze is lifted.

TV Applicants Face Seven-Year Sweat

By EARL B. ABRAMS

DON'T be surprised if it takes between six and eight years before some TV applicants know whether they are in or out as station owners.

That is the bleak situation confronting many applicants if the FCC can't increase its staff due to lack of money from Congress.

The Commission is trying to get about $8,000,000 from Congress for the 1953 fiscal year which begins July 1 this year. That is almost $2,000,000 more than the $6,116,650 it is operating on now. It wants the extra money for enlargement of its field monitoring service and the Conelrad project, but some $600,000 is earmarked for the hiring of additional Washington personnel. A good chunk would be for broadcasting and obviously the major part to handle the new land rush—TV.

Examiners are the bottleneck in the TV processing picture. But additional attorneys and engineers are needed too.

Here is how those FCC executives responsible for getting the TV job done view their plight.

1,000 Will Want TV

When the TV freeze is lifted sometime next month (see story this page), TV-hungry broadcasters and new entrepreneurs will dump at least 500 new applications on the FCC. This will make about 1,000 facing the depleted staff of the Commission.

The Commission now has seven examiners, with five clerical assistants. Based on their work record during the past few years, each examiner seems to be able to handle from 10 to 15 applications a year.

It is obvious, say the FCC officials, that if the number of examiners remains the same, at the optimum only five examiners will be available for TV duty.

Figuring 15 applications each per year, that is 75 applications decided per year.

The same FCC officials estimate that as many as 650 applications may have to go to hearing—because of insufficient frequencies in many cities—if the Commission continues the lumping of all applicants for the same city in one consolidated hearing. Some observers feel that figure may be too high. They estimate 500 applications in hearing.

As a conservative estimate then, if five examiners can handle 75 applications a year, and if there are 500 applications in hearing status—that means some applicants will not know whether they have been chosen for TV station ownership for six-and-a-half years.

If the 650 applicants-in-hearing figure is used, some applicants would be in hearing status for eight years.

Above estimates are based, it is agreed, on the existing FCC personnel situation, which has seen the number of employes devoted to broadcasting activities shrink alarmingly year by year during the past four fiscal years.

Official FCC records show that the average number of employes working on broadcast matters during a whole year were 244.2 for the fiscal year 1949, 211.9 for 1950, 176.1 for 1951 and 158.2 for 1952. The fiscal year runs from July 1 of the year before to June 30 of the year indicated (i.e. fiscal 1952 ends June 30 this year).

Even more appalling is the actual count of Broadcast Bureau employes at the present time and what it was only six months ago when the Bureau was established. In the middle of 1951, the Broadcast Bureau had 117 employes. Today it has 100—a 13% reduction in force.

The Broadcast Bureau's TV Division has had between 10 and 12 people in those six months, but it cannot be considered immune to the blandishments of defense work and other fields of endeavor.

Although not directly concerned with TV, the story of what has happened to the Aural Facilities Division must be considered because some of its personnel could be used to pinch hit in processing TV applications. There were 12 engineers handling AM applications for new and major changes in facilities in mid-1951; today there are only three.

That's the story of the Broadcast Bureau. It doesn't take into account other FCC employes engaged

(Continued on page 74)

FCC APPROPRIATIONS

Fiscal Year	President's Request	Congressional Appropriations
1949	$6,907,000	$6,717,000
1950	6,770,000	6,729,345
1951	6,912,000	6,625,000
1952	6,850,000	6,116,650

Population Density Keys FCC TV Plan

DETERMINED to make its month of February deadline for thawing of the 40-month-old TV freeze, the FCC's staff "task force" is working out final computations for an allocation plan which recognizes geographic and economic differences between areas east and west of the Mississippi. In effect, it will be a modified "dual allocation."

The project, to be presented by the staff to the Commission not later than Feb. 1, contemplates lesser mileage separations for both VHF and UHF stations in the heavily populated portions of the country than would be provided for the open spaces of the South, Southwest, Midwest and the regions of the Far West.

Populated Areas Acceptable

In effect, FCC appears willing to accept greater interference and less geographical coverage for the thickly populated areas than for the open expanses.

The Commission has instructed its staff—working full tilt on the plan to the exclusion of virtually all else—to take the realistic approach. It wants to deal in people covered, rather than in millivolts per meter.

The FCC has in mind a more or less "tailor-made" pattern after the first flush of applications are processed, adjusting assignments to provide maximum service in given areas. But, no changes are contemplated in the final allocations for at least a year after they are announced.

Minimum Separations

Minimum separations, it is indicated, will be something less than the proposed 180-miles city-to-city for VHF channels. In fact, in many cases the mileage separation will be more realistically the 170-mile transmitter-to-transmitter separation. And in a very few key cities that separation may go as low as 165 miles transmitter-to-transmitter [B•T, Nov. 12]. Proposals to narrow the separation substantially

(Continued on page 73)

NBC RATE PLAN

Denny Takes to the Road

NBC's Executive Vice President Charles R. Denny undertook to win converts to the network's controversial new radio rate formula by personal visits last week, while other officials reported that letters notifying affiliates of their new rates probably will go out this week.

One stop on Mr. Denny's itinerary, it was learned, was WTMJ Milwaukee, whose general manager, Walter J. Damm, is one of the all-radio Affiliates Committee which condemned the NBC economic plan.

Purpose of the Denny trip, it was reported, is to win over some of the key critics of the plan—preferably before the rate letters to affiliates are issued.

President Joseph H. McConnell, who has been on the West Coast since New Year's Day, is slated to return to New York today (Monday) and officials expressed confidence that the letters would be put into the mails this week.

A majority of the affiliates receive rate reductions under the new formula and there have been threats of dis-affiliation by some stations if it is put into effect. President McConnell and other NBC officials have been adamant, however, in refusing to abandon or delay it.

JOAN DAVIS SIGNS

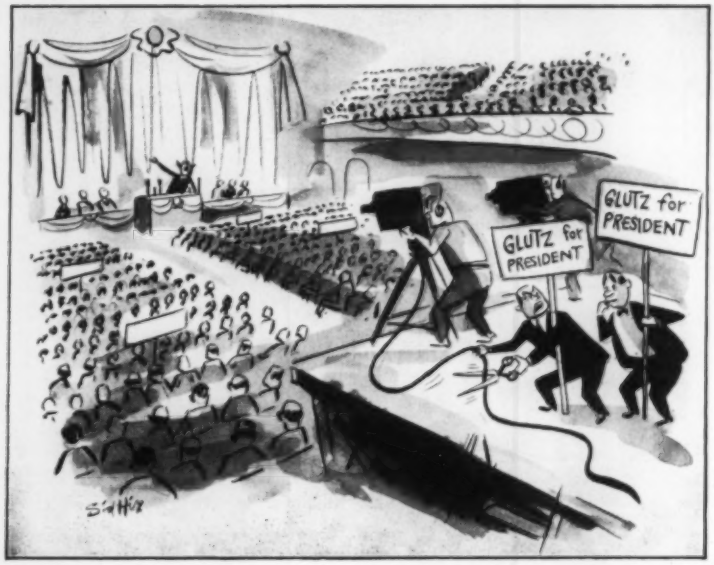
NBC Radio-TV Pact

SIGNING of actress Joan Davis to a long-term radio and television contract was announced last week by NBC. Work is currently in progress on a variety-situation comedy television program for her, with audition due for completion before April. NBC also plans to develop a radio show featuring Miss Davis.

In the meantime, spokesmen said, she will continue to make guest appearances on *Big Show* and other radio programs and probably on TV shows.

* * *

LONG-TERM contract for Miss Davis (c) was negotiated by Sylvester L. (Pat) Weaver (l), NBC vice president in charge of TV operations, and Charles C. Barry, NBC vice president in charge of radio network programs.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's the only thing we can do. Mr. Glutz left his teeth at the hotel!"

NEW ZIV SHOW

82 Market Sales Cited

SALES in 82 markets, all on a 52-week basis, were reported for the radio production, *I Was a Communist for the FBI*, last Thursday, four days after the Frederic W. Ziv Co. had announced its production of the series.

Prominent among early purchasers of the series, which stars Dana Andrews, was Timken Roller Bearing Co., Canton, Ohio, which, through BBDO's Cleveland office, bought the programs for five Ohio markets: Columbus, Canton, Zanesville, Wooster and Mt. Vernon.

Heaviest sales were reported as made directly to radio stations, both network affiliates and independents, including KSD St. Louis, WWL New Orleans, WMC Memphis, WDOK Cleveland, WVET Rochester, WGST Atlanta, WDBJ Roanoke, WKOW Madison, Wis., and WMAZ Macon.

Describing sales as "much better than anticipated," John L. Sinn, Ziv executive vice president, attributed the volume to the show being "a very timely one" and a program that provides "excellent dramatic fare." Series is based on undercover FBI experiences of Matt Cvetic, who published his initial adventures as a *Saturday Evening Post* serial, under the same title [B•T, Jan. 7].

Admiral Ad Plans

ADMIRAL Corp., Chicago, is planning to sponsor a Sunday night newscast on CBS, the only radio advertising planned by the company this year. As it now stands, Admiral will have about the same ad budget as last year, more than $10 million. Of this, more than half has been allocated to co-op and national newspaper, with $2 million for television. Until last week's decision to buy the CBS show, no radio plans had been made. Agency: Erwin, Wasey Co., New York.

CAPITOL RECORDS

Revamps for Radio-TV

AS FIRST MOVE in an expanded radio and television activities program, Glenn E. Wallichs, president, has announced a newly created broadcasting sales division of Capitol Records Distributing Corp., Hollywood.

Clifford E. Ogden, manager of the Broadcast Division of Capitol Records Inc. has been elected vice-president of Capitol Records Distribution Corp. and will be general manager of Broadcast Sales Div.

Under setup, the new sales division will take over all sales and sales promotion of Capitol Transcription Services and other properties to be announced later, according to Mr. Wallichs.

He explained that the new division will operate initially through regional offices in New York, Chicago, Atlanta and Hollywood. William Finkeldey will have Eastern Region representation, with Alvin King the Central Region and Jack Barton, Southeastern Region. James Strain for past three years commercial manager KGFJ Hollywood, has been made Western Regional representative. Additional representation will be incorporated through firm's four branches and distributors.

H. R. P. Lytle heads Broadcast Division of Capitol Records Inc., in Hollywood and will inaugurate negotiations for radio and television programs to be offered by the organization, it was stated.

Swift Transcribed Spots

SWIFT and Co., Chicago, for Allsweet Margarine, is buying from 50 to 75 markets for a five-minute transcribed strip show featuring an *1880 Disc Jockey* with a music box popular in that period. Schedule to run six weeks starts on staggered dates between Jan. 21 and Mar. 10. Agency is J. Walter Thompson, Chicago.

MOVIE COUNCIL

Plans Radio-TV Use

COUNCIL of Motion Picture Organizations will probably use radio and—whenever possible—television in its 1952 public relations plan, presented to company heads last week, in urging the public to attend movies.

Sidestepping the question of competition with television, although spurred to continued public relations at least in part by video's impact, the Council plans to stress the local theatre, rather than Hollywood, as the source of film entertainment.

"We want to divert the overemphasis from Hollywood and its glamor to the local theatre and exhibitor," Arthur L. Mayer, executive vice president of the Council, said Thursday.

Plans call for resuming this spring the *Movietime* personality tours, started last fall but interrupted by bad weather, in which writers, directors, and even hair dressers—"people with interesting stories to tell," Mr. Mayer explained—made tours throughout the country to promote motion picture attendance. The Hollywood representatives made both radio and TV appearances, on a local basis in addition to speaking before local civic and service groups last fall, and practice will be continued, whenever home companies grant permission for such appearances, during the spring tours, Mr. Mayer said.

Other half of campaign calls for continuance of advertising on radio and in newspapers for the industry as a whole, keyed to the theme, that there is no entertainment in the world like that provided in motion picture theatres and handled through production and distribution companies. Other aspects are to be developed with exhibitors when they meet with the council in February. The *Movietime, U.S.A.* radio series emanating from Hollywood for 18 weeks on Liberty Broadcasting System last year was part of this campaign, Mr. Mayer explained, "and chances are we will use a similar series again."

GROSS BILLINGS

D-F-S Heads Agency List

DANCER-Fitzgerald-Sample, New York, for the 18th consecutive year, leads the list of the 10 leading advertising agencies for gross radio and television time billing in 1951, based on figures released by the four leading networks, it was announced by DF&S last week.

The 10 leading agencies in order of network gross time billed are listed below:

Dancer-Fitzgerald-Sample Inc.	$21,334,172
Young & Rubicam	18,356,745
Batten, Barton, Durstine & Osborne	15,056,657
Benton & Bowles	13,043,067
J. Walter Thompson Co.	12,813,868
William Esty & Co.	10,967,224
Cunningham & Walsh	8,593,080
Leo Burnett	8,496,643
Compton Adv.	7,921,081
McCann-Erickson	6,582,448

CONGRESS BACK

Work on Radio, TV Pends

By DAVE BERLYN

CONGRESS returned to the Washington scene last week and its appearance revived issues close to the radio and TV industry.

In the main, they cover the wide range of political broadcasts and libel, an anti-alcoholic beverage advertising move, the McFarland Bill (S 658), Sen. William Benton's (D-Conn.) proposed National Citizens Advisory Board on Radio and Television and the pending North American Regional Broadcasting Agreement.

The nation's legislators shook hands at the opening session Tuesday, giving rise to newsmen's comments that they resembled fighters clasping gloves before the bell for the opening round. An election year, this Congress could reach new heights in politicking.

President Truman delivered his State of the Union message Wednesday to a joint sitting of Congress, which was covered by all the major radio and television networks.

Ponts of interest to the broadcasting industry made by the President included his references to taxes, Voice of America and Congress' own operations.

On Taxes—"We are determined to preserve the financial strength of our government. This means high taxes over the next few years. We must see to it that these taxes are shared among the people as fairly as possible."

On Voice—"We should continue and expand the activities of the Voice of America, which brings our message of hope and truth to those peoples and other peoples throughout the world."

On Congress—" . . . Congress can do a great deal to strengthen confidence in our institutions by applying rigorous standards of moral integrity in its own operations—and by finding an effective way to control campaign expenditures—and by protecting the rights of individuals in Congressional investigations."

Radiorama In Senate

A bit of radiorama was added to the Senate opening when the new U. S. Senator from Nebraska —Fred A. Seaton—was officially declared a member of the distinguished body. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan. [B•T, Dec. 24, 17, 1951].

Floor action was nearly nil the first week and committee activities limited. But the behind-the-surface activities touching upon radio and television got off to a ripsnorting beginning.

Transcending all others for the time being was the emergence of a concerted movement by the "drys" to kill off wine, liquor and beer advertising on radio and television. The "drys" say they are ready to testify to show cause as to why such advertising should be blacked out on the air. (See story and editorial on page 26.)

Not far behind was the maneuvering by NARTB and others to press for enaction of a new political broadcast law (by amending the octopus-like Sec. 315 of the Communications Act). Carrying the ball is Rep. Walt Horan (R-Wash.). Wanted is a law that will give the broadcaster a more clearly defined path he must tread in lending his station facilities to a political candidate (or person who speaks on behalf of candidate). (See story this page.)

The Senate and House Interstate & Foreign Commerce Committees were not active, marking time until the legislative program for the session comes into clearer focus. But two big broadcast issues are waiting for the match to be struck. They are the McFarland Bill and the controversial Benton Bill (S 1579).

McFarland Bill Awaits Action

The McFarland Bill, which would modernize FCC procedures by amending the Communications Act, is before the House Commerce group where it has been residing for nearly a year. It was passed by the Senate last February.

When Congress adjourned last October, the McFarland Bill, according to the committee, would place first on its agenda this year. But as yet, no committee meetings on pending legislation have been held. However, the committee's staff has prepared an "analysis" and redraft of the two sections of the bill already studied. Copies of this will be placed before the committee once the green light is on.

Those in touch with the committee have let it be known that there is every reason to believe some type of a bill will be reported, probably at variance with the McFarland Bill. But working against such a development, these observers are quick to add, has been the notoriously slow progress of the committee in the past when confronted with a proposed revamp of the Communications Act.

The Benton Bill, which would set up a Congressionally created body to "review" radio and TV programs, and in many cases operations, lingers with the Senate Commerce group.

There, a subcommittee, under the chairmanship of Sen. Ernest W. McFarland (D-Ariz.), Majority Leader in the Senate, has held preliminary hearings on the measure. Sen. Benton has asked that group to schedule further hearings. It is very likely that the full committee will take up the matter to see whether it should be placed on the agenda.

In the Senate Foreign Relations Committee, the situation on NARBA—the North American Regional Broadcasting Agreement—is similar, in that the committee has not set its agenda. Most likely its schedule will be brim full. However, a subcommittee already has been named to consider NARBA, which must be ratified by the Senate before becoming effective.

Still to come is President Truman's budget requests and his economic message. The White House disclosed Thursday that the President's budget would be ready next Monday (Jan. 21). The economic message, which treats broadly the same points covered in the budget in detail, is scheduled for this Wednesday.

FCC Requests in Budget

Included in the budget will be requests for money to operate FCC in the fiscal year 1953.

FCC desires a request for a whopping increase—some $2 million—over that appropriated by Congress last year. Okayed for fiscal 1952 was $6,116,500.

Of the total increase asked for, FCC is believed to want $1,400,000 for monitoring stations, which was turned down by the House last August. The remainder—$600,000—would be desired by the Commission for more hearing examiners and staff in view of the oncoming rush of business due to the prospective end of the TV freeze next month. It is also said that FCC may be asking an additional $2 million for research to study propagation (see stories this issue).

POLITICAL SHOWS

Rep. Horan Plans Bill

FAST moving events centering in the office of Rep. Walt Horan (R-Wash.) are setting the scene for what may become a race as to whether primary and national elections will arrive before any enactment of a new law on political broadcast libel.

The developments are these:

● Rep. Horan, already author of a comprehensive bill that would narrow down the issues facing broadcasters who give time to candidates for a public office or to persons authorized to speak on behalf of candidates, plans to introduce a new bill.

● The new bill would attempt to mesh the original Horan bill (HR 5470), introduced in the House last fall [B•T, Oct. 1, 1951], with recommendations of the NARTB and also of the FCC.

● NARTB already has submitted its proposed draft of a bill to the Congressman.

● Rep. Horan has asked FCC to give him its suggestions.

Time is short, principals involved in study of political broadcast legislation admit. Congress, if it can clear its "must" legislation early, may adjourn before the national political conventions, scheduled for next July.

A new bill would have to be moved quickly through the legislative mill, assuredly stirring thorough hearings by both the House and Senate Interstate & Foreign Commerce Committees.

Sen. Ed C. Johnson (D-Col.) already has stated that should the feeling in broadcast circles or elsewhere be strong for a Congressional inquiry into the political broadcast libel question his Senate Commerce Committee would oblige [B•T, Dec. 17, 1951].

What Bill Does

This is what the original Horan bill would do: Denote legally qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in *writing*, and direct that the broadcaster would have no power to censor or alter or in any manner control the material so broadcast.

Departure from other bills which have been introduced is the proposed provision that the broadcaster would not be held liable in any civil or criminal action in any local, state or federal court.

FCC now says broadcasters cannot censor political candidates' speeches and under a court ruling *(Felix v. Westinghouse Radio Stations)*, speeches by persons speaking on behalf of candidates may be censored [B•T, March 20, 1950].

NARTB's recommended bill is similar to that of Rep. Horan's, which was drawn up by request of Ed Craney, XL stations, but, according to the association, intends to strengthen its meaning. Left out of NARTB's version is the language in Rep. Horan's bill which would not permit the licensee to alter or in any manner control broadcast material. Rather, he would only be prohibited from censoring.

Other technicalities in NARTB's recommendation were changed, making it clear that although the broadcaster would not be held liable in any civil or criminal action in any local, state or federal court, the candidate himself would be subject to all libel laws now on the books.

Last August, FCC said it supported Sen. Johnson's bill (S 1379) which would place broadcasts of authorized spokesmen of legally qualified candidates for public office in the same category as those of candidates themselves [B•T, Aug. 6, 1951]. The then acting chairman of FCC, Comr. Paul A. Walker also noted that the Commission recognized that the purpose of Sec. 315 of the Communications Act (dealing with political broadcasts), "can be effectively circumvented" if licensees should

(Continued on page 90)

'DRY' BILLS

One Introduced, Other 'Pends'

AS "DRY" forces turned on the heat in the Senate last week for an anti-radio-TV beer, wine and liquor advertising bill, a measure that would outlaw such advertising from all media was dropped in the House hopper the opening day of Congress.

The bill (HR 5889) was introduced Tuesday by Rep. John Rankin (D-Miss.) and referred to the House Interstate & Foreign Commerce Committee.

Broadcast advertising is specifically referred to in the Rankin bill as follows:

It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertisement of alcoholic beverages or the solicitation of an order for alcoholic beverages.

Little Information in Senate

In the Senate, there was scant information to queries on when the Methodist Church Board of Temperance's heralded bill to clamp down on beer-wine-liquor advertising on the airwaves was expected [B•T, Jan. 7].

Sen. Francis Case (R-S. D.), who has pointed to pressure from the "drys" asking that he introduce legislation to prohibit alcoholic beverage advertising from radio-TV, had not decided at BROADCASTING • TELECASTING's deadline what he would do.

However, he had already indicated that he would make up his mind as soon as he had the opportunity to discuss the matter with Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee.

An eyebrow lifter in the current campaign waged by the "drys" was an unusual publication of an "interview" with Bishop W. E. Hammaker of the Board reporting the "introduction" of a bill "to banish alcoholic beverage advertising from the nation's airways."

The article, entitled "The New Advance Against Liquor Advertising, an Interview With Bishop Hammaker," and published in the January issue of *The Voice*, official publication of the Board of Temperance, not only reported the introduction of a bill—which Sen. Case told BROADCASTING • TELECASTING did not exist—but also said hearings would be held Jan. 30-31 and Feb. 1.

Sen. Johnson, according to *The Voice*, was co-sponsor of the "bill." Reached by BROADCASTING • TELECASTING, Sen. Johnson denied he was co-sponsor of any such bill but did say he "might" help introduce such legislation if and when it is ready.

Sen. Johnson also said he had been approached by the "drys" and that he was asked to hold hearings on the bill as soon as it was introduced. To this, it is understood, he had agreed in part.

Bishop Hammaker is quoted in the article as saying in response to a "question" as to "why is the hearing on liquor advertising in January to be restricted to radio and television?":

Sen. Johnson believes, and I believe, that this is a good strategy at the present time. He is an authority on public policy questions involving radio and television and is intensely concerned that radio and television should help the nation rather than be used to break down principles and standards.

Narrowing the front of attack at this particular time will introduce the element of "freshness" of appeal and will concentrate our power, possibly permitting a break-through which will imperil the entire enemy position.

. . . I believe that there is a rising tide of concern in regard to liquor advertising but in particular, great numbers of people seem to be troubled by the actual damage which is being done in their own homes by radio and television promotion of the use of beer and wine.

Accompanying this "interview," which went on to describe "offenses" which were said to have been perpetrated by the beer industry in its radio-TV commercials, was a cartoon showing liquor advertising as "another criminal on television." The same sketch was used in *The Clipsheet* (see adjacent cut).

Many Bills in Past

Although bills of the nature of the new Rankin Bill have been introduced frequently in the past, the envisioned Case legislation would bar alcoholic beverage advertising from only radio and television. This is unprecedented.

Latest proposal on Capitol Hill that got as far as a hearing was the Langer Bill, which would have banned liquor advertising from all media. It was authored by Sen. William Langer (R-N. D.) in 1949 but got no further in committee. It was defeated in 1950 by a close margin of 7-6.

During that hearing, Bishop Hammaker was a key witness.

In 1947 and in 1948 hearings were held on similar legislation. In the latter year another close vote—6-5—plugged the legislation in committee.

During the hearings on the Langer Bill, "drys" underscored time-buying on radio-TV stations and networks by wine and beer companies in particular.

Sen. Johnson was co-sponsor of the Reed-Johnson Bill in the 80th Congress which would have banned liquor advertising in all interstate media. That bill did not get out of committee. Sen. Case noted in his statement to BROADCASTING • TELECASTING that Sen. Johnson

(Continued on page 90)

ANOTHER CRIMINAL ON TELEVISION

Cartoon Number CS: 276 by Somdal. Mat free, 4 x 5 inches. Mats will be sent airmail upon request. Will accept order for cartoon mats, to be sent as produced. No charge.

This cartoon appeared in The Clipsheet *for Jan. 7.* The Clipsheet *is published and distributed by the Board of Temperance of the Methodist Church, and as can be seen in caption accompanying the cartoon as reproduced above editors are invited to use its material, which is violently pro-"dry," freely and with or without credit to the source.*

* * *

DRY LESSON IN LOBBYING . . . . . AN EDITORIAL

THE DRYS are out for the kill at this session of Congress—adroitly picking an election year. They have prefabricated a bill to ban beer, wine and liquor advertising *from the air.*

This is a departure from past years, when the legislation has embraced all media. Broadcasters and telecasters need not be told the crippling blow that would be dealt *if* such legislation passed. Beer is one of the big breadwinners in local and national spot, ranking about fourth among commodity groups for radio, and mighty near the top in TV. It is a big revenue factor in network business.

The adeptness of the drys is reflected in their publicity. Indeed their timing is too good because, a week before Congress convened, they published in their official propaganda sheet, *The Voice*, a simulated interview with Bishop Wilbur E. Hammaker, executive vice president of the Board of Temperance of the Methodist Church. The "interview" stated flatly that Sen. Edwin C. Johnson (D-Col.) and Sen. Francis Case (R-S. D.) had "introduced" the bill. It hasn't been yet.

Bishop Hammaker does a resourceful job of talking to himself by asking the questions and then answering them. He also discloses his strategy. By "narrowing the front of attack" to radio and TV, he says, the element of "freshness" of appeal is introduced, "possibly permitting a break-through which will imperil the entire enemy position."

Which means, simply, that if headway is made, then the ban on advertising of alcoholic beverages will be carried through to all other media. It is obviously intended as a first step toward return to prohibition.

As long as alcoholic beverages are legal, it would appear impossible to fathom how the advertising of them could be legislated out of existence. Moreover, the phantom "Johnson-Case Bill" is discriminatory to the 'nth, since it would bar advertising only from the air.

It behooves radio—and all other media, as well as the advertisers and their agencies—to prepare. Even "impossible" legislation can make it, if the opposition isn't ready—notably in an election year. In 1949, after hearings were held on the Langer Bill to ban *all* alcoholic beverage advertising, the measure was defeated in Sen. Johnson's committee by the slim margin of 7-6.

Bishop Hammaker says hearings on his "Ghost" Bill will be held before the Johnson committee Jan. 30-31 and Feb. 1. Sen. Johnson told us he had been approached by the "drys" and had given assurance that if a bill is introduced, he would consider hearings. Mr. Hammaker in his "Charlie McCarthy" interview, quoted himself: "It is a great advantage that Sen. Johnson, himself, introduced the bill." Then he instructed his flock to write the Senator and other Senators "requesting" that the bill be reported favorably to the Senate. "Our big day . . . will be Jan. 30," he exhorted.

Liquor advertising on the air—except perhaps in remote places like Alaska—is no problem. There's practically none of it. Beer is the primary target. Beer is acceptable, not only because it's legal (as is liquor) but because it tends to promote temperance. It seldom produces an alcoholic.

Whether the hearings are held Jan. 30-Feb. 1 or later, it is clear that there's little time to prepare the case against wily opponents—who worked during the recess, and who won't let sensitive politicians forget this is an election year. In 1949 the AFA, ANA and AAAA, and the printed media strongly opposed the overall Langer Bill. Then the NAB, under other auspices, didn't shower itself with glory. This time, the primary burden is on NARTB, because the bill, for Bishop Hammaker's "strategic" reasons, is to be directed only against radio and television—at the outset.

NETWORK BUYS

Six Advertisers Sign Contracts

By FLORENCE SMALL

MORE than $700,000 in gross time costs alone will be poured into radio and television networks as a result of at least six major "buys" in the first fortnight of 1952. In addition, two other advertisers are about to sign up for TV shows and another for a radio series.

Radio's share of the contracts already signed probably will be about $120,000, with TV reaping approximately $580,000.

The two top-ranking advertisers to underwrite radio shows early this year are General Foods (Postum), New York, and Admiral Corp., Chicago. General Foods, through Foote, Cone & Belding, New York, will sponsor *Mr. Chameleon* on Thursday nights on CBS Radio. Starting date and definite time—either 9 or 9:30 p.m.—are still under discussion. Admiral Corp., through Erwin, Wasey, New York, will sponsor Bob Trout in a 25-minute weekly world news report on CBS Radio, Sundays, 5:30-5:55 p.m. EST starting Feb. 17.

Bakers Interested in Drama

American Bakers Assn., Chicago, through Foote, Cone & Belding, also Chicago, is understood to be about to sign for a half-hour dramatic series. The advertiser is understood to be looking for Sunday afternoon time, so that the program can be heard by its dealers throughout the country. NBC radio is understood to be the favored network in current negotiations, although a firm decision is not expected for another week or so.

The new year's quartet of new advertisers in TV are all making their first TV ventures.

Two of those sponsors are not only making history for their companies by using the medium for the first time, but are also the first to sign up for NBC-TV's new morning program, *Today* (Mon.-Fri., 7-9 a.m.), which starts Dave Garroway as "communicator." First *Today* sponsor is the Kiplinger Washington Agency Inc., which starts today (Monday) to sponsor the 8:15-8:20 a.m. Monday period for its magazine, *Changing Times*. The firm will support its television advertising with a large-scale advertising and promotion campaign. Agency for Kiplinger is Albert Frank-Guenther Law, New York.

The other advertiser signed last week to participate in sponsorship of *Today* is the Kenwill Corp. of Cleveland, Ohio, makers of Magikoter Paintroller, a device for spreading paint on surfaces with the use of a roller. Kenwill Corp., like the Kiplinger Agency, will sponsor a five-minute segment once a week, probably on Wednesdays or Thursdays, starting the week of Feb. 18. The agency on the Kenwill Corp. account is W. Earl Bothwell, New York.

Reichhold Chemicals, New York, will sponsor a television version of *America's Town Meeting* on a coast-to-coast ABC-TV network starting Sunday, Jan. 27, from 6:30-7 p.m. EST, it was announced by Harry H. Reichhold, chairman of the board and founder of the chemical production corporation. Although Reichhold has been a heavy radio user in the past, this is its initial use of television.

In announcing the sponsorship of the program, Mr. Reichhold said:

"Our basic motive is to promote public discussion and sound thinking in relation to the complex problems we face today. I believe it is the duty of private enterprise to appropriate a substantial portion of its time and means toward the promotion of the public interest. Out of the deliberations of the early town meetings of colonial days a new and great nation on this continent was born.

"In that nation there was assured freedom of worship, of speech, of assembly, of the press, of enterprise and a dedication to self government. In many parts of the world, these sacred rights today are in jeopardy. As a result, many critical decisions face our people which can best be resolved by free and open discussions. As a sponsor of such discussions, Reichhold Chemicals is very happy and proud to present by television *America's Town Meeting*."

The telecast will originate from ABC's 58th St. Theatre in New York, in a setting which is a replica of the legislative assembly room of Independence Hall in Philadelphia. The program will have George V. Denny Jr., as its moderator, and plans to utilize special film sequences when pertinent to the topic under discussion.

MacManus, Dohn & Adams, New York and Detroit, is the agency for Reichhold.

Rugs Get Bug for TV

The 100-year-old firm of James Lees & Sons Co., Bridgeport, manufacturer of carpets and rugs and hand knitting yarns, which has never before advertised on either radio or television, will sponsor *Meet the Masters* starting Feb.24 on NBC-TV, 5:30-6 p.m. on alternate Sundays. The program will feature such artists as Jascha Heifetz, Artur Rubenstein, and Marian Anderson in their TV debuts. The series was filmed for television by World Artists. Each program is built around a true-to-life episode or scene chosen to dramatize and illustrate the personality and art of the particular star. The advertiser will confine its sponsorship to institutional commercials.

Joseph L. Eastwick, president of the company, said that "we have decided to sponsor this series, *Meet the Masters*, in the conviction that there is great public desire for fine music. In sponsoring these programs we plan to bring guest artists and the best of music into the homes of the American people. The company is proud to introduce

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ON 'BURROWED' time, Lee Little (l), president-general manager, KTUC Tucson and Stan Norman (r), KTUC program director-sportscaster, introduce a talented quadruped named "Jack Benny" to the mysteries of a microphone. Mr. Norman was given "his little helper" as a birthday present.

CONVENTIONS

Networks Move to Clear Outlets

CBS-TV and NBC-TV were batling it out last week to line up stations for their coverage of the Republican and Democratic National Conventions next July, with NBC-TV claiming a substantial advantage in the area where the contest was hottest—the one-station markets.

Out of 37 markets with only one station, NBC-TV claimed on Thursday that it had commitments in one form or another for 26. CBS-TV spokesmen declined comment on their own progress. NBC estimated that by convention time—July 7 for the Republicans, July 21 for the Democrats — there would be a total of 60 interconnected markets.

Sponsors Set For Two

NBC and CBS remained the only networks with convention sponsors signed on the dotted line—Philco Corp. for NBC Radio and TV, and Westinghouse Electric Corp. for CBS Radio and TV—but ABC radio and television, the DuMont Television Network, and Mutual radio network all were searching and appeared hopeful that they, too, would be successful in finding sponsors.

Westinghouse, which originally signed for CBS Radio sponsorship under the network's Selective Facilities Plan, picking radio stations for the most part to fill in the difference between the number of interconnected TV cities and a total of 100 major markets, reportedly was reconsidering last week. Negotiations were said to be in progress looking toward the possibility of sponsorship on the full radio network. To what extent this development may have stemmed from NBC-TV's apparent lead in lining up one-station markets was not known.

Other radio-TV developments on the political front last week included:

● NBC announced Thursday that it had signed Elmo Roper, public opinion analyst who has been conducting a weekly program on CBS Radio, for a series of broadcasts and telecasts during the election campaign and for exclusive rights to the services of his research organization for 1952.

● The TV network's pool committee was at work on the difficult details of pooled coverage, which will include all pickups from the convention floor, and industry leaders were preparing to report to the Republican Convention Committee when it meets at San Francisco late this week.

● CBS-TV reported it had completed the blue-printing of technical operations for its own convention coverage.

Signing of Mr. Roper was announced by NBC President Joseph H. McConnell, who said that on a week-by-week basis over NBC's radio and television networks Mr. Roper will keep the public informed about American public opinion on international relations, domestic policies, and the candidates. He will start a 52-week series of weekly broadcasts (Sun., 3:30-3:45 p.m.) early in March and also will appear in 13 telecasts between March and the elections in November, in addition to serving as part of the NBC news staff covering the conventions. His weekly CBS Radio program, *Where the People Stand*, was slated to terminate yesterday (Sunday).

Overall Executive Committee

The TV networks' overall executive committee on pooling arrangements consists of the men in charge of TV coverage of the convention for each of the four networks: Sig Mickelson, CBS-TV director of news and public affairs, who is chairman; William R. McAndrew, NBC-TV director of public affairs; John Madigan, ABC-TV director of news and special events, and Les Arries Jr., of the DuMont programming department.

Subcommittees which have been

(Continued on page 90)

NARTB BOARD

Nominations Due Jan. 21

By J. FRANK BEATTY

RADIO members of NARTB are nominating board members to fill upcoming vacancies in even-numbered districts and one director in each at-large category. Nominating ballots were mailed last week.

Nominations are due at NARTB headquarters Jan. 21, with election ballots to be mailed Jan. 28, returnable by mid-February.

NARTB radio members voted overwhelmingly last week in favor of giving national networks representation on the board of directors. It was understood only a few votes were cast against an amendment to the by-laws, adopted along with eight other changes.

For the last several years, the national radio networks have not been permitted board membership, a ban originally proposed by the networks themselves. They have participated in NARTB as associate members.

NBC and MBS are radio members of the association. CBS and ABC are not members.

Total board membership is now limited to 48 as a result of the revised by-laws—30 radio and 18 TV directors. The radio board comprises one director from each district plus two directors-at-large for large, medium and small stations and two for FM stations. This makes a total of 17 district and eight at-large directors. Past limits were 25 radio and 14 TV directors.

Networks are permitted to appoint their own directors under the changed by-laws. If NBC and MBS name board members, there will be a total of 27 representing radio. TV networks are no longer limited to a total of four directors.

Requirements governing election of directors have been changed as a result of the membership vote. In the future all elections of directors will be conducted by mail. In the past the district directors have had a choice of balloting by mail or at meetings.

Nomination Calls for One

Election of directors-at-large hereafter will specify the nomination of one person, rather than two, on each member ballot. One of the two at-large directors in each category is elected each year for a two-year term.

No person may be elected or appointed to serve on the board as a representative of more than one classification under the revised by-laws, and no organization may have more than one representative on the board.

If a director's status changes during his term, making him ineligible to serve, the secretary-treasurer is authorized to notify the board and conduct an election to fill the vacancy.

NARTB must give 90 days notice in the future before a change is made in the dues structure. Starting April 1, when Broadcast Advertising Bureau becomes completely divorced from NARTB, association dues will range from $10.50 a month for stations under $25,000 annual income to $420 for stations over $3 million. Until April 1, the dues range upward from $15 a month, with 30% going to BAB, or the station could accept a 30% discount in lieu of BAB membership.

BAB's dues are half the highest hourly rate per month.

TV stations pay NARTB a monthly fee of highest five-minute or half the 15-minute rate, whichever is lower, as of Oct. 1, 1951. This is effective to Oct. 1, 1952. After that time TV stations will pay on the basis of the April, 1952 rate card effective to March 31, 1953.

Radio networks will pay NARTB $5,000 a year in dues. The rate for TV networks is $1,200 a year.

A new dues plan will be submitted to the board at its Feb. 13-15 meeting to be held at Lost Valley Ranch, San Antonio. It is to contain provision for multiple-station groups.

Other changes in the by-laws, approved last week by the membership, give the secretary-treasurer the right to set aside the 90-day resignation notice, for good cause, with full report on such waiver to be made to the board; adds a phrase, previously omitted by error, giving the board authority to pass on applications for associate membership; refined definition of "network" to exclude regional, area, transcription, tape or film networks.

Because of the by-laws changes, the director-at-large elected to represent small stations will serve automatically until the actual term begins at the Chicago convention in April, it was stated at NARTB headquarters. Term of Patt McDonald, formerly of WHHM Memphis and now at WNOE New Orleans, is vacant. On the other hand Michael R. Hanna, WHCU-FM Ithaca, N. Y., who was elected last November to the term vacated by Frank Fletcher when he sold his interest in WARL-FM Arlington, Va., must run for re-election.

Members Eligible

Present board members eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14.

William B. Quarton, WMT Cedar Rapids, Iowa, District 10, and Calvin J. Smith, KFAC Los Angeles, District 16, are ineligible to run for re-election under a by-laws clause limiting board service to two consecutive terms.

James D. Shouse, WLW Cincinnati, is ineligible to succeed himself as director-at-large for large stations. A. D. Willard Jr., WGAC Augusta, Ga., is eligible to run for re-election as director-at-large for medium stations.

NEW RCA SERIES

DeHaven and Fisher Signed

VOCALISTS Gloria De Haven and Eddie Fisher will be teamed together in a new transcribed radio show with musical support from Hugo Winterhalter and his orchestra when RCA Recorded Program Services releases a new Thesaurus library series in late February.

To be called *Date in Hollywood*, the 15-minute program will have a variety format, built around a musical date and set in the motion picture capital city. Signing of the principals was announced Thursday.

Date in Hollywood was identified as one of the most expensive Thesaurus library features to date in terms of talent and production costs. Spokesmen said it was planned in keeping with current RCA Thesaurus policy of assembling big-name productions, designed to earn talent fees as well as time charges for local station subscribers.

Company officials said they expressly sought an established motion picture figure, a popular recording artist, and a well known recording orchestra for its new series. Miss De Haven has appeared in pictures for 20th Century-Fox, RKO, and MGM, and Mr. Fisher, who records for RCA Victor, was chosen as one of the top two "newer male vocalists" in *Billboard* magazine's 1951 disc jockey poll. Mr. Winterhalter's group also records for RCA Victor.

'RADIO SELLS'

Ryan Says, Urging Comparison

A CHALLENGE to advertisers to check the "cash register results" of radio advertising against those of any other medium in an equal-investment test was sounded by BAB President William B. Ryan and Vice President Kevin Sweeney last Thursday in addresses before the Radio Executives Club of New York.

"While competing with all major media," Mr. Ryan said, "one of our main targets is TV—that overblown, expensive, unmeasured 'movies at home' medium." He said radio would beat television 2-to-1, in a point-of-sale test of the type conducted by Advertising Research Bureau Inc., "or I will forever hold my peace."

Sweeney Outlines Results

Mr. Sweeney, who outlined results of the ARBI radio-vs-newspaper tests which BAB collected in its "count your customers" presentation, stressed that the measure of any medium's effectiveness is its selling power and said BAB will undertake to help finance tests for national advertisers who want to be convinced "that radio can outsell other media."

Mr. Ryan said advertisers' and broadcasters' attitude about radio has changed from near-hysteria last spring to one of renewed recognition that radio is still "the medium offering the greatest circulation at the lowest cost."

He emphasized that "radio does not belong in the same pigeonhole with TV" and that "the intelligent advertiser" will "use or reject radio on its merits without restricting his choice of it by comparison with TV to any greater extent than comparison of TV with newspapers, magazines, or any other medium that claims the time of people at home or outside the home."

Mr. Ryan charged that the Assn. of National Advertisers, whose studies of radio values in TV markets preceded radio network rate cuts earlier this year, had proceeded "coercively . . . to force rate reductions on networks and stations."

Striking out at reliance on program ratings as a measure of circulation, he called upon advertisers to check the "results" of their advertising.

"The circulation potential in radio and the sales volume are out there waiting for the resourceful advertiser who offers a good program and takes the trouble to check his sales per dollar spent in advertising," he declared.

Many advertisers, he said, have "lost their balance, their sense of proportion" with respect to TV: "TV is a fine, expensive, *Fortune*-magazine type of medium — for products that profit most by showing a picture of the product in use or by demonstration. It has little to recommend it in comparison with radio for products that do not sell best through demonstration or picture."

Advertisers Invited

Mr. Ryan's invitation to advertisers to test radio's effectiveness against TV's was directed especially to major package goods manufacturers making nationally advertised brands in the food and drug field—and, he added, to watch manufacturers.

"For example," he said, "here is Bulova, the time-honored radio advertiser, making the horrible mistake of being taken in by tele-

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MATERIALS

'Pinch' Seen During '52

By JOHN OSBON

GOVERNMENT authorities took a cold, calculating look last week at "Mobilization—'52" and came up with a familiar forecast—continuing shortages for the nation's radio-TV set makers and commercial broadcasters.

The hard facts that pointed up a new "pinch" on critical metals for set production and station construction were these:

● Production officials predicted an approximate 10% cutback on output of civilian goods beginning April 1, though conservation practices may well cut this margin on set products.

● There will be "virtually" no materials for new industrial or commercial construction during the second quarter—that is, no authorization for projects not already underway.

Outlook for electronics in '52 brings with it a realignment of top posts within both the Defense Production Administration and National Production Authority. E. T. Morris Jr. returns Feb. 1 to Westinghouse Electric Corp., Baltimore, where he is assistant to Walter Evans, Westinghouse vice president, as manager of the company's Electronics and X-Ray Division.

Mr. Morris has been serving as chairman of DPA's "super" Electronics Production Board since last April and also doubled as chief of NPA's Electronics Products Division, succeeding John Daley last summer. Donald Parris is deputy assistant to Mr. Morris. The board is charged with evaluating military and civilian electronic requirements and assuring flow of equipment.

J. A. Milling, on leave from RCA where he is vice president in charge of RCA Service Co., is slated to succeed Mr. Morris in both capacities. Mr. Milling currently is director of NPA's End Equipment Product Division, a position which he assumed Jan. 29, 1950. A veteran of 22 years with RCA, he had headed service operations since 1948 after work on small sets, tube and other operational divisions. No replacement for Mr. Milling's present NPA post has been indicated, though his successor will come from industry.

Mr. Milling

Mr. Milling expects to assume his duties for a six-month tenure after which he plans to return to RCA. He is credited with helping set up RCA installation and TV repair operations throughout the country.

Another major change last week involved the appointment of Henry H. Fowler, who was sworn in last Tuesday as NPA administrator. He succeeds Manly Fleischmann, who will devote full time as administrator of DPA. Mr. Fowler, a Washington attorney and former manager of the War Production Board, had been serving as NPA deputy administrator.

Construction is nearing a virtual impassé on the basis of facts unfolded to an industry advisory group by NPA last Wednesday. This picture emerges for broadcasters who are currently involved in construction, remodeling or alteration projects:

• Demands for materials by military and defense-supporting programs will virtually preclude the start of any new industrial or commercial construction after April 1. (Broadcasters are classified as industrial.)

• Broadcasters who received allotments in the first quarter will be allocated sufficient materials to complete their projects, providing copper, aluminum and steel are available after military needs are met.

• Broadcasters still may self-authorize certain quantities of these materials on minor projects—those which would require less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of copper in any one quarter.

• A plan is now under study whereby broadcasters and other applicants could receive construction permits looking toward material allocations in subsequent quarters. Such a system, NPA felt, would enable applicants to proceed with planning, engineering, purchase of property and other preliminary tasks.

Authorities have discounted reports that shortages of steel towers and transmitters might beset TV applicants once FCC has thawed the television freeze. Sufficient transmitters are in stock to accommodate any CPs authorized by the Commission, they claim.

The facts of electronic life were outlined on various levels—at a trade press conference called by DPA and NPA and on Capitol Hill where the Joint Senate-House "Watchdog" Committee held hearings on the preparedness program.

Trade press editors were given a preview of the '52 mobilization program Friday, with stress on electronics output, materials outlook, prospects for civilian goods production and plant expansion. Speakers were Messrs. Morris and Milling.

Mr. Fleischmann told the joint Congressional group, headed by Sen. Burnet Maybank (D-S. C.), that increased military requirements—chiefly for military and atomic energy projects—require further cutbacks in consumer durables and construction. The "price" of mobilization, he said, is temporary civilian unemployment and other dislocation. Defense Mobilizer Charles E. Wilson also appeared, elaborating on his fourth-quarter report to the President. Second-quarter allocation quotas were to be released momentarily by DPA.

The radio-TV set manufacturing industry has sustained cutbacks

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COL. B. J. PALMER (second from left), owner of WHO-AM-FM Des Moines and WOC-AM-FM-TV Davenport, was host to a group of friends at his winter home in Sarasota, Fla. Strolling on lawn are (l to r) Mark Woods, board chairman, Woods & Warwick, New York; Col. Palmer; John Browning, general manager, WSPB Sarasota, and Niles Trammell, NBC board chairman.

RETAIL RADIO

BAB-NRDGA List Award Winners

WINNERS in the annual retail radio program contest, co-sponsored by Broadcast Advertising Bureau and National Retail Dry Goods Assn., were announced at the 40th annual NRDGA convention in New York last Wednesday.

Grand award, presented by John F. Hardesty, BAB director of local promotion, when he announced all winners, went to Schuneman's Inc., St. Paul, Minn., for its *Red Rooster* series over WDGY Minneapolis. The program also won a special award for outstanding radio coordination with other media.

[Editor's Note: For details see "The Rooster That Laid the Golden Egg," featured in BROADCASTING • TELECASTING, Nov. 5, 1951.]

"This year's contest showed conclusively that retailers are using radio advertising as a direct sales producing promotion tool, instead of a purely institutional medium," Howard P. Abrahams, manager of NRDGA Sales Promotion Division, said. "In every case, the entries were documented by a complete statement of results obtained from the radio programs submitted."

For the first time judges decided this year to make additional awards to stores for special achievements in spot saturation and saturation coverage for seasonal promotions, in addition to the regular retailer-sponsored radio programs.

Other winners in the 15 categories were:

Special award for comprehensive use of radio: Bigelow's, Jamestown, N. Y., for *Breakfast With Bigelow's* and *Morning Extra* over WJTN Jamestown.

Shows for Family

For programs directed to a general family audience, by large stores: Burdine's, Miami, Fla., for *Sunday Symphony* on WVCG Coral Gables, Fla., first prize; Joske's of Texas, San Antonio, for *Matinee Masterpieces* on KTSA San Antonio, second prize. Small store winners were Bigelow's for *Breakfast With Bigelow's* (WJTN), first prize; Philips, Omaha, Neb., for *Good Morning From Philips* on KOIL Omaha, second prize, and Pomeroy's, Pottsville, Pa., for *Pomeroy Family Hour* over WPAM Pottsville.

For programs beamed to a women's audience by large stores: Sibley Lindsay & Curr, Rochester, N. Y., for *Tower Clock Time* over WHAM Rochester, first prize; Burdine's, for *Fashions in Music* via WVCG. Small store winners were Wyman's, South Bend, Ind., for *The Time, The Place, The Tune* on WSBT South Bend, first prize; Linn & Scruggs, Decatur, Ill., for *Something to Talk About* over WDZ Decatur, second prize.

Teen-age audience programs, sponsored by large stores: Milwaukee Boston Store, Milwaukee, for *High School Disc Jockey Review* on WEMP Milwaukee, first prize; Burdine's for *Teen-Age Fashions in Music* on WVCG, second prize. First prize in the small stores division went to Condon's Dept. Stores, Charleston, S. C., for *Teen Time* via WCSC Charleston.

Children's programs sponsored by large stores: Grand award to Sage Allen, Hartford, Conn., for *Kiddie Corner* on WCCC Hartford.

Farm audience programs by large stores: Grand award to Joske's of Texas for *Farm and Ranch Journal* on KTSA.

Spot saturation campaigns, by

(Continued on page 78)

"64% increase in share of audience."

Winslow Leighton
President
WSNY, Schenectady, N. Y.

82% more listeners— 100% sell-out

BOTH WIT

"Waiting list for AP newscasts."

Coy C. Palmer
Station Manager
KPDN, Pampa, Texas

Hundreds of the country's finest stations announce with pride *"THIS STATION IS A MEMBE OF T*

WSNY carries 88 sponsored AP newscasts each week, 52 of them on 52 week contracts. Says WSNY President Leighton: "We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition."

Says Jerry Bess, of Frank Sawdon, Inc., agency for Robert Hall Clothes, largest AP sponsor on WSNY with 24 news programs weekly: "We have increased our budget every year for the past nine years. Now use twice as many AP newscasts on WSNY as ever before. This fact speaks for itself!"

VITH AP NEWS

From Station Manager Palmer of KPDN: "All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends."

Says Fred Thompson, owner of Thompson Hardware, biggest sponsor of AP news on KPDN: "I have had the KPDN AP news program at 12:15 P.M. for over 5 years. That proves I'm sold on the fine job it does!"

BE OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

When the tallies are taken, AP news PROVES its magnetic PULL! Figures like 82% more listeners . . . 100% sell-out . . . mean stable, substantial results. AP's swift, factual, accurate news coverage delivers bigger audiences . . . eager to tune to today's vital news . . . receptive to sponsor's message.

For full details on how you can profit with AP news . . . WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

IN REVIEW

Program: The People Act, CBS Radio, Sunday, 10:05-10:30 p.m. (Reviewed Jan. 6).
Produced by Television-Radio Workshop.
Producer-Writer: Irving Gitlin.
Director of Television - Radio Workshop: Robert Saudek.
Field Reporters: David Moore, Av Westin.
Narrator: Robert Trout.
Cast: People of Gary, Ind.

THE PEOPLE ACT, the new radio documentary series of the Ford Foundation's Television - Radio Workshop, could not have been brought to the air at a more timely moment. What with scandalous goings-on in Washington and with the past year's disclosures by the Kefauver committee, it has become easy for the citizen to believe that he has lost all measurable control over his government. *The People Act* resoundingly proves otherwise.

The first broadcast of the new series described the clean-up of Gary, Ind., which, before enraged housewives banded together to drive the rascals out, was as corrupt a city as ever existed in Rudolph Halley's wildest dreams. Beyond emphasizing the awful power of aroused womanhood—a condition already well known to most husbands—the first installment of this series graphically demonstrated the fundamental truth that democratic government remains democratic only as long as the electorate sees that it does.

At this turbulent period of the nation's political history, this point cannot be too strongly made, and the Television-Radio Workshop is performing a useful public service in making it.

The technique of radio presentation of the Gary story was not unique. It was told in the well-established documentary form, a narration by Robert Trout binding together a well-edited series of tape recordings of voices of people who were actually involved in the Gary case. Whatever it lacked in originality of concept, however, the program more than overcame in professional polish. If the other programs in this projected 26-week series are produced as skillfully as the first, the Television-Radio Workshop ought to acquire a significant audience and, more importantly, make a vital contribution to the political life of the U. S.

* * *

Program: My Friend Irma, CBS Television, Tuesday, 10:30-11 p.m. (Reviewed Jan. 8).
Sponsor: R. J. Reynolds Tobacco Co. (Cavalier cigarettes).
Agency: Wm. Esty Co.
Supervising Producer: Cy Howard.
Producer - Director: Richard Whorf.
Writers: Cy Howard, Frank Galen.
Musical Director: Lud Gluskin.
Cast: Marie Wilson, Cathy Lewis, Sig Arno, Hal March, Brooks West, Gloria Gordon, Margaret Dumont, Don McBride.

MY FRIEND IRMA has been transported from radio and films to television, encumbered by so many exhausted gags and worn-out situations that it is a wonder the backs of the entire company were not broken in the portage.

Irma on radio has at times attained a level of beguiling comedy. In its television debut it never rose above the low watermark of B movie farce. Historians who are academically interested in early Hollywood may find the 10:30-11 p.m. Tuesday period on CBS Television rewarding. For anyone else, however, the time could be spent more amusingly by staring at the wall.

Sample joke:

Jane (Irma's friend): He was born with a silver spoon in his mouth.

Irma: Gee, the doctor must have been surprised.

Another:

Mrs. O'Reilly: Mark my words, one day you'll be asking for my hand.

Professor Kropotkin: Your hand's all right. It's what attached to it I don't like.

The central situation in the first program of this series was built around Irma's kindly but addled arrangement of a meeting between Jane and the blue-blood mother of Jane's fiance. Irma also invited the rabble of her ordinary friends. What ensued was utterly predictable since it has all been done before, to the letter, a thousand times.

The trouble with the television version of *Irma* is that it is not television. It is pure Hollywood movie and mediocre movie at that. Marie Wilson, as Irma, and Cathy Lewis, as Jane, performed as creditably as could be expected. They and others in the cast were in desperate need of an imaginative script.

MEDIA BATTLE

Press Urged to 'Borrow'

SALES TECHNIQUES used by radio and TV should be "borrowed" by the newspaper industry to gain more advertising and to offset rising costs. This was the analysis of Pierre Martineau of the *Chicago Tribune's* research division as he spoke Monday at the annual sales conference of the advertising department of the *Minneapolis Star and Tribune* in that city.

Because "circulation prices have been pushed about as high as they can go," the newspaper publisher has only one possible source of additional revenue, and that is advertising, the speaker said. Suggesting that newspapers adopt a creative, shirt-sleeve approach to selling, he told his audience the total amount spent in 1951 for time and talent on television in Chicago "was about $29 million." He described this sum as "far, far more than the total revenue of any Chicago newspaper except the *Tribune*."

In the final analysis, Mr. Martineau believes "TV's spectacular growth will prove a healthy thing for us in the newspaper field if it emphasizes the value of creative selling."

Among his suggestions for "the 1952 blueprint for newspapers" was the sale of "adequacy and continuity." Radio and TV have "sold their time in cycles of 13 weeks with a discount system to encourage higher frequency. They have forced the advertiser to get better results."

Another recommendation, patterned after the broadcast media approach, was "Let's think big. When we present our plans, let's ask for enough money to do a real job. If some account's TV expenditures make you gasp, just ask yourself if you ever asked for that much."

WFDF CONTROL

Sought by WFBM Inc.

ACQUISITION of control of WFDF Flint, Mich., by WFBM Inc. through the purchase of 1,500 shares of stock of licensee Trebit Corp. for $150,000 was revealed last week when an application for FCC approval was filed.

WFBM Inc. (Harry Bitner and family) already owns half of WFDF. Other half is being sold by Arthur R. Treanor, former Michigan publisher and NPA newsprint official. Mr. Treanor declared in the FCC application that he was desirous of establishing a new business outside the field of radio.

In addition to WFBM-AM-TV Indianapolis, the Bitners recently bought WLAV-TV Grand Rapids for $1,380,000 from Leonard Versluis, changed its call to WOOD-TV as companion to their AM station there [B•T, Sept. 24, 1951]. The Bitners also own WEOA Evansville, Ind.

WFDF operates on 910 kc with 1 kw directional. It is an ABC affiliate.

SDX AWARDS

Feb. 8 Is Deadline

SIGMA DELTA CHI, professional journalistic fraternity, has called for nominations looking toward 1952 awards for distinguished achievements in journalism in the past year. Deadline on nominations is Feb. 8, according to Victor E. Bluedorn, SDX executive director, who made the announcement.

All awards, save three for public service in each of the newspaper, radio and magazine journalism fields, are offered to individuals on the basis of work published or broadcast from Jan. 1 to Dec. 31, 1951. Thirteen fields are covered, with bronze medallions and certificates offered to the winners.

Among the awards are those presented for excellence in radio news writing and radio or TV reporting. The public service awards are made either to a radio network or station in the broadcast field.

Nominations must be accompanied by clippings, manuscript or recording with name of author, publication or radio station and date of broadcast or publication. A statement, revealing the circumstances under which the assignment was fulfilled, should accompany the nomination. They should be addressed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Brief description of radio awards follows:

Radio or TV Reporting—"For a distinguished example of spot news reporting for radio or television."

Radio News Writing—"For a distinguished example of a radio newscaster's or commentator's work."

Public Service in Radio Journalism—"For an outstanding example of public service by an individual radio station or network through radio journalism."

Other fields covered by the SDX awards are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture, magazine reporting and research about journalism.

MARS INC. AD PLANS

To Continue Radio, TV

MARS, Inc., Chicago candy bar manufacturer, will continue using TV and radio in its "stepped up selling drive" this year, according to sales and advertising vice president, Victor H. Gies.

Super Circus will be carried on 52 ABC-TV stations by Milky Way bars from Feb. 3 (Sunday, 4:30-5 p.m. CST segment) and *People Are Funny* on CBS Radio is now being aired weekly instead of on an alternate week basis.

Mars' 77-city radio spot campaign for the Family Choice packages continues on its current schedule of two-a-day, five days weekly *Relay Quiz* shows. Three Musketeers and Snickers sponsor two segments of *Howdy Doody* on 46 NBC-TV stations. Agency, Leo Burnett Co., Chicago.

To Radio Advertisers and Agency Radio Buyers - - -

A SPOT RADIO BUY THAT IS PERFECT IF YOU ARE INTERESTED IN THE MIDDLE-WEST

HERE is your opportunity to buy six months of spot announcements on the highest rated audience radio program in the middle-west—in the broadcasts of the St. Louis Cardinal baseball games over a network of more than 90 stations in ten mid-west states.

You can buy only one spot a game or up to five spots and on stations of your choice. The program carries an almost unbelievable high audience rating. In fact, surveys show that these Cardinal games with Harry Caray and Gus Mancuso as the announcers have a larger audience than all network and independent stations combined in most markets where all networks can be heard. Unlike most major league baseball areas, television of games is very infrequent. In 1951 only 6 Cardinal and Brown games were telecast in St. Louis. These exclusive radio broadcasts are therefore the only way millions of loyal Cardinal fans can follow, day-by-day, the team which they traditionally and overwhelmingly support.

We shall be pleased to give you all the facts on request. You can buy what you desire through your own agency or from any station or its representative. Write or wire your list of stations, rates and data you desire.

Ruthrauff & Ryan, Inc. handles the broadcasts of the Cardinal games for one of our clients and our only interest is clearing this information for our client and the stations on the network to those interested in maximum coverage at minimum costs.

RUTHRAUFF & RYAN, Inc., Advertising

812 OLIVE ST., ST. LOUIS, MO.

ABC '51 GROSS

General Mills Spends $4.6

GENERAL MILLS led all ABC sponsors in 1951 billings, according to an analysis by the network, the figure totaling $4,612,376. Ranking second was Sterling Drug Co. with $2,707,239 in billings.

ABC's review of 1951 sponsorship shows Swift & Co., Philip Morris & Co., P. Lorillard Co., Philco Corp. and Serutan Inc. in the million dollar class.

Chief product group was food, totaling $9,565,175. This figure was more than double that of the tobacco class, which billed $4,409,670. Best month of the year was December, according to an estimate for the period.

Detailed data follow:

AM Gross Network Time Sales

MONTH	1951	1950
January	$ 3,132,359	$ 3,454,221
February	2,694,998	3,147,208
March	2,868,970	3,454,338
April	2,969,864	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,249,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
December*	3,167,619	2,926,270
TOTAL	$33,242,182	$35,124,625

* Estimated

By Product Classifications

Food and Food Products	9,565,175
Cigars, Cigarettes & Tobacco	4,409,670
Drugs & Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Electrical Appliances	1,610,149
Automobiles, Trucks & Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings & Acc.	874,054
Beverages	840,117
Clothing & Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products & Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation & Travel	44,782
TOTAL	33,242,182

By Advertisers

General Mills	4,612,376
Sterling Drug Co.	2,707,239
Swift & Co.	2,386,810
Philip Morris & Co.	2,231,345
P. Lorillard Co.	1,495,217
Philco Corp.	1,469,649
Serutan Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Myers Co.	607,409
Jergens Co.	599,941
General Motors	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chicle Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy Inc.	238,761
Texas Co.	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peters Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwick Pharmacal Co.	82,405
Sylvania	82,283
Ben Hur Products	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van	42,164
Club Aluminum Products Co.	41,924
Simon & Schuster	41,360
Shadow Wave	38,646
American Medical Assn.	36,837
Pontiac Division	34,000
Dulaney Co.	31,980
National Optic	29,364
M.J.B. Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corp. of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,416
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Assn.	8,054
Fisher Body Div. of G. M.	7,842
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Co. of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,460
Airways Inc.	2,618
Acousticon	1,554
McCall Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Assn.	340
F. Scully	320
TOTAL	33,242,182

By Agencies

Dancer-Fitzgerald-Sample	5,930,627
Cecil & Presbrey	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon Inc.	1,713,293
Lennen & Mitchell	1,495,217
Hutchins Adv. Co.	1,469,649
Kudner Agency	1,310,036
Roy S. Durstine Inc.	1,271,024
Knox Reeves Adv. Inc.	1,008,044
Leo Burnett Co.	986,291
Warwick & Legler	923,771
Young & Rubicam	884,199
Kenyon & Eckhardt	881,616
R. H. Alber Co.	789,544
William Esty Co.	683,107
Tatham Laird Inc.	668,390
Kastor, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Assoc.	599,941
Walter F. Bennett Co.	524,238
William H. Weintraub Co.	485,101
Grant Adv. Inc.	480,670
Calkins, Holden, Carlock, McClinton & Smith	410,269
N. W. Ayer & Son	386,202
Compton Adv. Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Adv. Agency	377,568
Grey Adv. Agency	371,767
Pedlar & Ryan	347,043
McManus, John & Adams	331,882
Western Adv. Agency	238,761
Federal Adv. Agency	237,036
Mathisson & Assoc.	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,880
Henri, Hurst & McDonald	141,738
McCann-Erickson Inc.	129,273
J. M. Camp	121,988
Gardner Adv. Co.	118,474
Walton Butterfield Adv.	111,911
Gotham Adv. Co.	99,770
Milton Weintraub Adv. Agency	92,161
Raymond Spector Co.	91,323
Benton & Bowles	88,351
Mogge-Privett Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles	53,295
Albert J. Silberstein-Bert Goldsmith	48,333
Joseph Castor & Assoc.	42,164
Campaigns Inc.	36,837
Foote, Cone & Belding	31,980
Buchanan & Co.	27,857
Brooks Adv. Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Adv.	17,416
Charles W. Hoyt Co.	13,043
Batten, Barton, Durstine & Osborn	12,966
Honig Cooper Co.	11,928
Alvin Wilder Adv. Co.	7,332
Schwimmer & Scott	5,105
Quality Bakers of America Cooperative	3,460
Dorland Inc.	2,618
Walter McCreery Inc.	1,554
Erwin Wasey Co. of Canada	1,375
TOTAL	33,242,182

WBT EXPANSION

Four Promotions Announced

FOUR MAJOR promotions were announced late last week by Joseph M. Bryan, president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, N. C.

Charles H. Crutchfield, vice president, has been named senior vice president and will continue as general manager.

Larry Walker, secretary, has been appointed vice president and secretary and will continue as assistant general manager.

J. Robert Covington, who has been serving as promotion manager, has become assistant vice president in charge of sales and promotion.

Kenneth I. Tredwell Jr., program director, has been elected assistant vice president in charge of programs and public relations.

"The new appointments," explained Mr. Bryan, "arise from the current expansion and future plans of the company. With the steady growth of our radio operation and the rapid increase in our television operation, particularly since the inauguration of locally originated shows last Sept. 30, it has become increasingly obvious that realignment of our staff was inevitable."

Mr. Bryan added, "The new appointments are designed to effect further specialization of our TV and radio staffs and at the same time to provide better operational control at the top."

Commenting on the promotions, Mr. Crutchfield said, "It is a source of great pride to me to implement the company's action in advancing these three men from within our organization.

"All are men of experience. Their new responsibilities reflect both their contributions in the past and the confidence we feel in them as leaders for the rapid future expansion of our services to the Southeast."

Mr. Walker

Mr. Crutchfield

Mr. Covington

Mr. Tredwell

ROLLINS PLANS

Weighed at Sales Meeting

CURRENT activities and plans of Rollins Broadcasting Inc. stations were appraised at a sales management conference held the weekend of Jan. 5 at Rehoboth, Del., executive offices of Rollins Enterprises.

The radio meeting was conducted by O. Wayne Rollins, vice president of the radio division, assisted by Madalyn Copley, secretary, and Shirley Powell, director of public relations. Rollins stations' officials who participated were Manager Jim Mayes and Assistant Manager Tom Harrell of WFAI Fayetteville, N. C.; Manager Wendell Siler and Assistant Manager Lee Mills of WRAD Radford, Va.; and Assistant Manager Norman Glenn of WJWL Georgetown, Del.

Discussion of the company's expansion program include plans for WRAP, now under construction at Norfolk, Va., and a pending application for a new Roanoke, Va., station on 570 kc. Other subjects included personnel, promotion, programming, merchandising, sales, management, and operations.

The radio session was part of an over-all conference involving all Rollins divisions. John W. Rollins, president of John W. Rollins & Assoc., a management service for all Rollins enterprises, presided over the joint meetings.

PULSE INACCURATE?

L. A. Ad Paper Asks

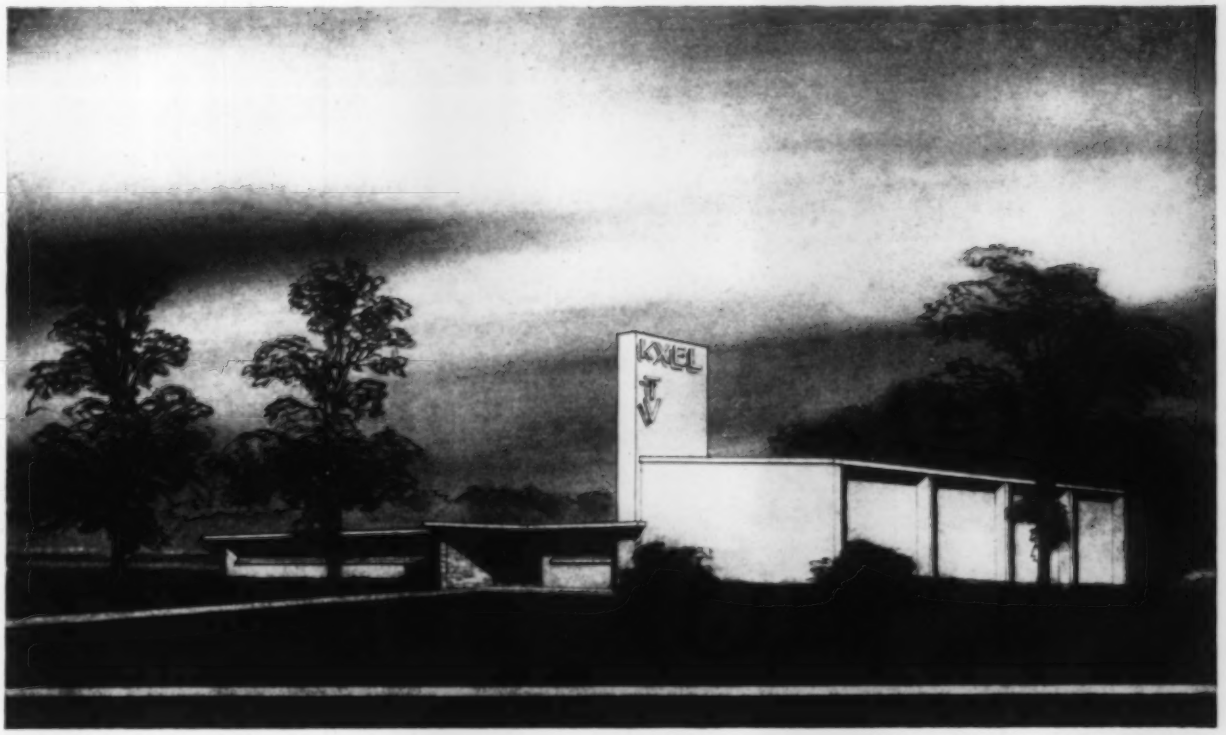
AFTER reviewing results of a special analysis of audience research firms, *Media Agencies Clients*, a Los Angeles weekly advertising trade paper, criticized the results obtained by The Pulse Inc. The special analysis was made by Tele-Que at the request of *MAC*.

Firms which were judged by *MAC* to be most reliable are Tele-Que, Hooperatings, Videodex and American Research Bureau. Special analysis was made of televiewers during November 1951. Toward the end of a comparatively lengthy article, *MAC* offered unlimited space to The Pulse "for an early explanation of how that firm's result figures can be so obviously at variance with those of the other four services."

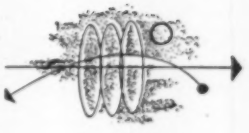
Bids Solicited

CONSTRUCTION bids on a new $7 million Voice of America transmitter for the West Coast are now being accepted, the Dept. of State announced last Thursday.

KXEL Leadership
1942 – 1952



Waterloo's First
RADIO - TELEVISION CENTER
To Be Completed in the Spring of 1952



KXEL's ultra-modern studios will represent the ultimate in both radio and television facilities.

Josh Higgins 50,000 Watt "Voice of Agriculture"

– ABC Network –

for Waterloo and Cedar Rapids, Iowa

Avery-Knodel, Inc.

We all can argue from now until Godfrey is sustaining over sample size, coefficient of correlation (whatever that *is), total audience, average audience, standard deviations, etc., etc.,—But it all boils down to . . .*

five f
about the rating

I. **Dr. Matthew N. Chappell enjoys the respect of recall-rating proponents:** he was the personal choice of Sydney Roslow, Director, The Pulse, Inc., to be added to the Special Test Survey Committee. (See BROADCASTING December 17, 1951). Dr. Chappell was nominated by Sydney Roslow during the August 22, 1950 meeting in the presence of Lewis H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wilbor. Irrespective of the above are these facts:

a. The original Committee of six was *acceptable to all members except Mr. Roslow* who wrote me August 15, 1950 that he found "this Committee *not acceptable* to Pulse and that this group serve only to nominate and invite a committee acceptable to both Hooper and myself."

b. The Committee was then expanded at Mr. Roslow's insistence who objected to Fred Manchee of Batten, Barton, Durstine and Osborn, Inc. and A. Wells Wilbor, General Mills, as their companies were not Pulse subscribers.

c. The addition of Dr. Chappell (and E. L. Deckinger), therefore, obviously met with approval of all Committee members, including Messrs. Roslow and Hooper.

Note: The above was just one of the eleven conditions which must be met if Pulse is to participate in the experiment. C. E. Hooper accepted ". . . all conditions subject to approval of cost."

II. **Dr. Matthew N. Chappell enjoys the respect of coincidental-rating proponents:** in 1944 he co-authored a book, "Radio Audience Measurement", with C. E. Hooper, President, C. E. Hooper, Inc.

III. **Dr. Matthew N. Chappell enjoys the respect of the research and the academic world as a research expert of great capacity and integrity:** he is Head of the Department of Psychology of Hofstra College, which has done some laudable television research in cooperation with NBC; is a member of the American Marketing Association.

IV. **Dr. Matthew N. Chappell, after a five-month study of the variations and inconsistencies between coincidental (Hooper) and recall (Pulse) ratings, has reported:**

a. " . . . this (coincidental) method is capable of yielding more accurate measure of the psychological behavior of listening than any other method that has been devised" . . . and provides ". . . the finest type of probability sample of telephone homes."

b. ". . . the roster (recall) sample cannot yield ratings equally accurate for all time periods . . ."

V. **Dr. Chappell proceeds to demonstrate in this report that the BIG reason recall ratings are inaccurate** is not the difference in area surveyed, nor the surveying of all homes rather than telephone homes, nor even the influence of memory variation. **The BIG reason is the ROSTER—presenting to the respondent a list of many program names, often similar to each other, which produces the same kind of psychological confusion that has been noted in car-card and other printed advertisement surveys.**

(This fact, incidentally, coincides with the conclusion of the Special Test Survey Committee,* released August 31, 1950, that the differences between telephone-coincidental and roster-recall measurements remained even when the two measurements are restricted to telephone homes in identical areas, **and that the differences are, therefore, attributable to differences in method, not sample.)**

(It also coincides with the opinion expressed in a letter to me from Mr. A. C. Nielsen, President, A. C. Nielsen Co., dated July 22, 1950, in which he wrote: ". . . *I am sure that any experienced researcher will support me in the belief that it is impossible to give this (roster [Pulse]) sort of "aid" to any respondent without creating very serious errors—entirely aside from the errors arising from faulty memory and from lack of knowledge as to what other members of the family*

* **Lewis H. Avery,** Avery-Knodel, Inc., Past-President of the National Association of Radio Station Representatives.

Kenneth H. Baker, Acting President of the Broadcast Measurement Bureau and Research Director of the National Association of Broadcasters.

Hugh M. Beville, Director of Plans and Research, National Broadcasting Company.

Matthew N. Chappell, Chairman, Department of Psychology, Hofstra College.

fundamental facts

fuss

listened to.. I am sure it would be a revelation to you, if you have not already done it, to accompany for a day or two an interviewer doing this type of work! I recommend that you try it.")

We believe any reasoning buyer or seller of time, familiar with (a) Dr. Chappell's report (b) The Conclusion of the Special Test Survey Committee noted above (c) Mr. Nielsen's statement noted above (d) Reliance upon the coincidental method by almost all broadcast research companies to establish proof of accuracy is brought to the inescapable conclusion:

The Coincidental Method—asking people NOW what they're listening to—is the RIGHT Umpire, and the Recall Method—asking people LATER what they identify on a sheet of paper as having listened to—is the WRONG Umpire when it comes to counting listeners accurately.

In March, 1951, the Special Test Survey Committee reported:—"It would be an understatement to say that there is confusion in the Radio and Television Industry—including both buyer and seller—with regard to radio and television 'ratings'. This report is written because the Committee that wrote it believes something can be done, and should be done, to straighten out the confusion."

E. L. Deckinger, Research Director, Biow Company and President of the New York Radio and Television Research Council.

Herbert L. Krueger, Station Manager, Radio Station WTAG, Worcester, Massachusetts.

Fred B. Manchee, Executive Vice President, Batten, Barton, Durstine & Osborn, Inc.

A. Wells Wilbor, Director of Market Research, General Mills, Inc.

We believe that Dr. Chappell has performed a genuine industry service in aiding us to "straighten out the confusion." **Is there** a qualified research authority acceptable to C. E. Hooper and Sydney Roslow (as Dr. Chappell was **before** his findings were published) with evidence to the contrary? In the hundreds of letters we have received from all sources since July, 1950, **we did not hear from one!** NOT ONE!!

Radio, because it was the most dynamic as well as the most intangible of advertising media, early established itself way ahead of all other media in its concepts, techniques and standards of research. We believe that radio today must not sink to the level of research employed by other media, but rather must raise its techniques and standards higher than ever, eventually forcing other media to reveal the bitter, disillusioning truth about themselves. A keystone of this high standard of research, we believe, is the acceptance of the coincidental method and a rejection of the recall method of measuring audience. Mr. Roslow's four page letter of acceptance July 14, 1950 (with his eleven conditions) wrote *"I have never claimed that this Pulse Roster method is best."* KJBS wants the best! We believe the coincidental method is the best. We intend to live by these standards, and we invite you to join us and to write us your comments.

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

ATTORNEY GENERAL *McGrath to Stay—Truman*

DECISION of President Truman to keep Attorney General J. Howard McGrath in his office with responsibility for the governmental cleanup campaign quieted, for the time being, speculation that Judge Justin Miller would be named Mr. McGrath's successor within a few days [B•T, Jan. 7, 1951].

The President's comments Thursday only served to bolster earlier discussion that Judge Miller, NARTB board chairman and general counsel, had been offered the Cabinet post, in case of a vacancy.

While no person in official life was willing to comment on the situation, it is believed that Judge Miller's name will be around the top of the list should the possibility of Mr. McGrath's resignation come up again. The earlier speculation about a Miller appointment was backed up by definite feelers conforming to Washington's customary pre-appointment procedure.

At his Thursday news conference the President said flatly that Mr. McGrath will stay at his job. After stating there will be no change in the Cabinet post, he said he had decided the Attorney General should carry out the federal housecleaning assignment. This served also to squelch talk that Mr. McGrath might be given another high government post.

Truman Asked

President Truman was asked Thursday morning about a statement in David Lawrence's syndicated newspaper column in which Judge Miller's name was mentioned as Mr. McGrath's successor. The President said he had no comment. He explained that Attorney General McGrath will do whatever is necessary, as the government's law enforcement officer, to clean up the federal service. He added that a lot of housecleaning already has been done.

Around Capitol Hill it was indicated that some opposition might arise to appointment of Judge Miller to the Attorney General post. These purported objections were based on his connection with an industry trade association and presumably on personal feeling tracing back to testimony before Congressional Committees.

Even if there were objection on Capitol Hill to a Miller appointment, Senate courtesy permits Presidents to name the members of their official family without serious objection.

Another candidate mentioned frequently as successor to Mr. Mcgrath was F. Joseph Donohue, member of the District of Columbia Board of Commissioners.

The speculation over the Attorney General's successor, in case of resignation, had included mention of FCC Chairman Wayne Coy to succeed Judge Miller as NARTB board chairman or as head of the association's TV operations.

Miller Suggestion

First suggestion that Judge Miller might be in line for the Cabinet post came in a Jan. 2 broadcast by Ray Henle on NBC's Sunoco *Three-Star Extra* program. Mr. Henle said he understood Mr. McGrath's successor had been decided upon and would be a former federal judge occupying an important quasi-judicial position in private industry. Mr. Henle added that the prospective Attorney General was a close friend of Chief Justice Fred Vinson.

President Truman had refused to answer any questions about the post at his Jan. 3 news conference.

Writing in his Jan. 9 syndicated column, Mr. Lawrence said the President had contacted four men in his search for a new Attorney General, three of them declining. A fourth, Judge Miller, accepted, according to the column.

Mr. Lawrence wrote that Judge Vinson had suggested Judge Miller's name as Mr. McGrath's successor. He added that "the facts, as learned from other reliable sources" are these:

Mr. Miller was given to understand that he might have the Cabinet portfolio of Attorney General. He then inquired of his board of directors whether he could take leave of absence for one year, because to leave completely would deprive him of retirement benefits. The leave of absence was granted and he notified the White House.

Then the word came back that it would not be feasible for Mr. Miller to be Attorney General and continue, even on leave of absence, as an employe of a trade association which has a lot of business matters up before the government from time to time. So it was made clear that Mr. Miller should resign if he were to take the post. Again the former Justice sent word that he agreed and that he was ready to resign all business connections. This meant a willingness, moreover, to sacrifice a salary about three times that of the Attorney General.

Then there came a silence. Meanwhile, mediators—that is to say friends of Mr. McGrath—entered the picture and tried to smooth out the differences between the President and the Attorney General. It was known to them that the Attorney General had written a letter to the President setting forth his own position and indicating clearly that, if Mr. Truman wanted to pick a new Attorney General, it was all right with him, but that this should not be done in any manner which allowed the public to derive the impression that Mr. McGrath was guilty of any wrongdoing or impropriety in the conduct of his office.

The President then had a heart-to-heart talk on Friday of last week with Mr. McGrath, in which certain feelings Mr. Truman had about the work of the Dept. of Justice were frankly disclosed. It turns out that the Attorney General believed that he was conducting the job about as Mr. Truman wanted him to conduct it, but that, if the President wanted a different or more aggressive policy, administratively speaking, it could be done forthwith. Mr. McGrath inherited many assistants and a staff appointed for the most part by his predecessors. The press was that same day permitted to say officially that "no change" in the status of the Attorney General was "contemplated."

upcoming

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 14: BAB Research Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: BAB Promotion Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21: Canadian Copyright Appeal Board, Ottawa.

AD NEEDS *Cited by AAAA's Brockway At Poor Richard Club*

RECOGNITION that the welfare of our country comes ahead of any business situation is the first need of the advertising business for 1952, Louis N. Brockway, board chairman of the American Assn. of Advertising Agencies stated at the Poor Richard Club in Philadelphia, Jan. 8.

Mr. Brockway said he believes that the outlook for advertising business in 1952 is good, due to the tremendous production of civilian goods, especially heavy goods such as automobiles, television sets, washing machines. "It is estimated that the total output for goods and services in 1952 will be well over $350 billion dollars," he said.

Mr. Brockway pointed out that the Advertising Council, which had just passed its tenth anniversary was aiding the welfare of the country with campaigns for Defense Bonds, steel scrap, highway safety care, nurse recruitment, blood donor, etc. "Certainly one of our needs for '52 is greater support by business through advertising toward a better understanding of our national problems," he declared, adding:

"Another great need in the advertising business is for us to live up to our codes of ethics and good taste. If we, in advertising, are to meet the challenge of the times and are to conduct our business in a way to gain widespread public approval, all elements, advertiser, agency and media, must accept their proportionate share of the responsibility that advertising as a whole has to the public with which it deals.

★

"'We must get more competitive'—that statement is responsible for many of the abuses of advertising. You usually hear it when sales start to slip a little. There is nothing wrong with the statement or with the injunction it implies. What is wrong is the way it is sometimes interpreted. Competitive copy too often, either directly or by innuendo, makes unwarranted claims.

"The result of advertising which makes unwarranted claims is harmful not only to the advertiser who sponsors it, but to every one of us in the advertising business. It breaks down public confidence in all advertising. With the breakdown of confidence you decrease effectiveness which automatically increases cost. And every one of us must be concerned about this situation; concerned even though individually you may feel that you are free from any fault of this kind."

Mr. Brockway concluded: "All of us in advertising must take the codes of ethics and principles of advertising off the wall of our offices, take them out of their frames and put them to work."

MEETING in Poor Richard Club in Philadelphia (l to r) Norman Prouty, sales director, WFIL Philadelphia; Harold LeDuc, club president; Louis N. Brockway, board chairman, American Assn. of Advertising Agencies; Ted Patrick, editor of *Holiday* magazine; John LeCerda, John LeCerda Adv. Agency, and Jay Jostyn, who is *Mr. District Attorney* on ABC radio and TV.

ALFREDO ANTONINI 88*

KAY ARMEN 99*

MINDY CARSON 71*

TED DALE 99*

VIC DAMONE 95*

THE DEEP RIVER BOYS 108*

RALPH FLANAGAN 50*

AL GOODMAN 85*

DICK JURGENS 121*

EVELYN KNIGHT 143*

FRANKIE MASTERS 100*

GUY MITCHELL 30*

GLENN OSSER 76*

THE SATISFIERS 60*

DENNY VAUGHAN 30*

MARTHA WRIGHT 21*

all this and . . .

*SEE OTHER SIDE

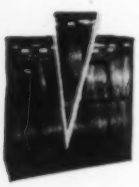
...ROSEMARY CLOONEY, too

APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS *"the library that pays for itself"*
Associated Program Service
151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from $19.50 per month (one year only).

* *Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.*

MUNROE TO LBS

Named V. P. for Sales

APPOINTMENT of Paul C. Munroe, radio, TV and advertising agency executive, as vice president in charge of sales and administration for LBS' New York office has been announced by Liberty President Gordon B. McLendon.

Prior to joining the network, Mr. Munroe was supervisor of radio and television for William Weintraub Agency, handing *Amos 'n' Andy* and the *Kate Smith Evening Hour*. He is a veteran of 22 years in the broadcasting industry, starting in radio in 1929 as an engineer at WJAS Pittsburgh.

He will headquarter at the LBS New York office, 509 Madison Ave.

It also was learned last week that Ben Coleman, account executive with William H. Weintraub Co. for the past year, had been named LBS eastern sales manager, effective immediately.

Prior to his Weintraub association, Mr. Coleman was co-owner of Chartoc-Coleman Productions. Before entering radio, he was with *Esquire* magazine for ten years.

WELCOME mat is out for Paul C. Munroe (second from right) on his appointment as new vice president in charge of national sales and administration for LBS' New York office. Greeting the new Liberty executive are (l to r): James H. Foster, LBS executive vice president; Gordon B. McLendon, network president; Mr. Munroe; and B. R. McLendon, LBS board chairman. Mr. Munroe will headquarter in LBS' New York office at 509 Madison Ave.

MBS CO-OPS

Local, Regional Up 37%

LOCAL and regional sales of cooperative programs on the Mutual network increased 37% during 1951 to reach an all-time high for the network, B. J. Hauser, manager of co-ops, announced Tuesday.

Figures show that network members made 1,345 program sales during the year, with 117 of these for five MBS "Star Entertainment" shows being supplied by Metro-Goldwyn-Mayer [B•T, Sept. 24, 1951]: *Crime Does Not Pay, The Hardy Family, The Story of Dr. Kildare, The Gracie Fields Show,* and *MGM Theatre of the Air.* Latter sales were made prior to starting date of the new MBS-MGM series, Dec. 31,

Network affiliates reported 987 sales of cooperative programs during the previous year. The 37% increase during 1951 gives MBS more cooperative program sales during the year than all other networks combined.

The four leading co-ops are all news shows: Fulton Lewis jr., now heard on an all-time high of 379 stations; Cedric Foster, broadcast by 197 stations; Robert Hurleigh, on 112; and Cecil Brown, 97.

Gross sales of MBS network time previously had been estimated at $17,875,000 for 1951, representing a gain of 11% over the 1950 figure [B•T, Jan.

WDAS Moves

WDAS Philadelphia, city's oldest independent outlet (it took the air in 1922), has moved to new quarters in the WDAS Bldg., 223 Arch St. Plans for location of the station's facilities on the two top floors were drawn up by Max M. Leon, WDAS president.

UN RADIO PLANS 250-CITY DRIVE

Seeks 20 Million More Listeners by June

DETAILS of a 250-city campaign to get 20 million additional listeners to United Nations broadcasts by June were announced last week by Dorothy Lewis, coordinator of U. S. station relations for UN Radio. She reported meanwhile that stations throughout the country have been devoting $12 million worth of time to UN programs annually for the last three years.

The new "UN Communications Campaign" is being sponsored by some 35 national organizations, each of which maintains an accredited observer at UN. Some 8,000 civic leaders in the 250 selected cities which represent all 48 states have been designated by the national organizations and are being invited by UN Radio to form local committees to aid the listener promotion project.

Kits containing background data and suggested techniques have been sent to more than 1,000 station managers in the 250 cities as well as to network officials and local committee chairmen. The kit offers suggested material as well as tips for promotion through industry, organizations, newspapers and displays.

Assistance From NARTB

NARTB, it was reported, has agreed to cooperate in the campaign and the State Dept. is making its facilities available to release lists on UN broadcast schedules.

UN Radio noted that all five national radio networks currently are releasing daily or weekly UN broadcasts to "hundreds" of their affiliates and said an additional 500 stations carry a weekly transcribed program. CBS Television, ABC-TV and NBC-TV also carry programs from the UN General Assembly in Paris. A weekly news summary from UN headquarters is sent to 900 radio station news desks.

CBS Radio President Howard S. Meighan was quoted as saying UN broadcasts "represent a genuine contribution to better understanding of world affairs by the American people" and that the listener promotion campaign "gives added support to broadcasters in their community service activities."

Mutual President Frank White said the campaign is "very impressive" and "augurs well for increased public understanding."

Liberty's Executive Vice President James Foster said he was "grateful" for the campaign "which supports the public service efforts of our affiliates in bringing first-hand information about UN to their listeners."

The campaign is based on an idea developed and executed in Minnesota in 1949 by the Minnesota Broadcasters Assn., Minnesota Radio Council, Minnesota Assn. for UN and Gov. Luther Youngdahl. UN Radio followed this project with a pilot campaign in 30 cities last year.

WSM PROMOTION

Waugh Given Added Duties

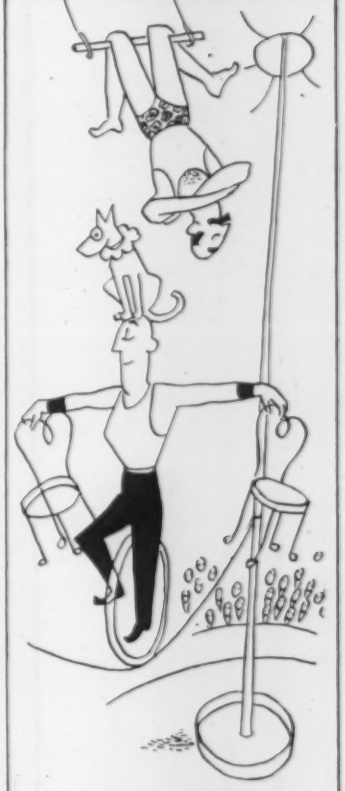
IRVING WAUGH, WSM-AM-TV Nashville, has been named executive assistant to the president, John H. DeWitt, Jr., in addition to his duties as commercial manager.

Mr. Waugh

Mr. Waugh will assume many executive functions handled by Mr. DeWitt previously. Before joining WSM in 1941, Mr. Waugh served at WTAM Cleveland, WGH Norfolk and WDBJ Roanoke. During World War II, as WSM's war correspondent, he landed with an airborne division for reportedly the first broadcast from Japanese soil.

COLUMBIA PACIFIC NETWORK has 21% more sponsored quarter hour programs now than at same time last year, according to announcement Jan. 7.

THE BEST ISN'T ALWAYS THE HIGHEST



Performance is still the test . . . in a circus . . . or a market! Take the St. Louis Market! For 25 years KWK has been getting the plaudits from the crowds* and the time-buyers! The crowds, like the time-buyers, recognize performance!

*The St. Louis listeners, of course!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

THREE new appointments to the executive ranks have been made by WWJ and WWJ-TV Detroit. General Manager Harry Bannister announced that Wendell Parmalee (left), WWJ sales manager, has been stepped up to the newly created post of national sales liaison. James G. Eberle (center), former public affairs manager for WWJ and WWJ-TV, has been brought into the sales managership of WWJ. Gabriel P. Dype (right) is newly appointed as assistant sales manager for WWJ-TV.

NATIONAL SURVEY

SAMS Work Underway

IDENTITIES of some of the larger stations among the approximately 350 subscribers thus far signed for the new station audience coverage measurement of Standard Audit & Measurement Services Inc., on which preliminary work is now in progress, were disclosed last week.

Mailing of ballots to some 700,000 persons who will participate in the survey is slated to get under way March 1, according to President Kenneth H. Baker [B•T, Dec. 31, 1951]. An increase in rates has been announced for new subscribers, and it is expected that another increase will be made when the mailings start.

Subscribers thus far include one network—CBS Radio, along with CBS-owned radio stations. Although there are a number of subscribers, some of the larger ones, it was learned, are the following (arranged alphabetically):

KDAL Duluth, KFBI Wichita, KFDM Beaumont, KGGF Coffeyville, Kan., KGHF Pueblo, KGHL Billings, Mont., KGLO Mason City, Iowa, KGNC Amarillo, KHQ Spokane, KLRA Little Rock, KOAM Pittsburg, Kans., KONO San Antonio, KOOL Phoenix, KRLD Dallas, KRNT Des Moines, KROD El Paso, KSJB Jamestown, N. D., KTAR Phoenix, KTBS Shreveport, KTSA San Antonio, KWKH Shreveport, KXLF Butte, KXLY Spokane.

WABI Bangor, WAPI Birmingham, WAGA Atlanta, WBAP Fort Worth, WBAY Green Bay, WBIG Greensboro, N. C., WBNS Columbus, Ohio, WBT Charlotte, WCSH Portland, Me., WCYB Bristol, Va., WDBJ Roanoke, Va., WDBO Orlando, WDOD Chattanooga, WDSU New Orleans, WEAU Eau Claire, Wis., WFAA Dallas, WFBM Indianapolis, WFDF Flint, Mich., WGAC Augusta, Ga., WGAN Portland, Me., WGBF Evansville, Ind.

WGBS Miami, WGUY Bangor, Me., WGY Schenectady, WHBF Rock Island, Ill., WHKC Columbus, Ohio, WHKK Akron, WHO Des Moines, WIBA Madison, Wis., WJAX Jacksonville, WJBO Baton Rouge, WJHL Johnson City, Tenn., WJJJ Montgomery Ala., WKBN Youngstown, WKRC Cincinnati, WKZO Kalamazoo, WLAC Nashville, WLAP Lexington, Ky., WLBZ Bangor, WLOF Orlando, WLW Cincinnati, WMAZ Macon.

WMBD Peoria, WMBG Richmond, WMBR Jacksonville, WMRC Greenville, S. C., WMSC Columbia, S. C., WMT Cedar Rapids, WOAY Oak Hill, W. Va., WOC Davenport, WOW Omaha, WPTF Raleigh, WREC Memphis, WRVA Richmond, WSAR Fall River, Mass., WSAV Savannah, WSB Atlanta, WSM Nashville, WSOC Charlotte, WTAD Quincy, Ill., WTAG Worcester, Mass., WTIC Hartford, WTRY Troy, WWL New Orleans, WWNC Asheville, N. C.

Top Cargo

RADIOS, radio parts and other electronic equipment ranked foremost on the air cargo list compiled by United Air Lines for 1951. Machines and tools topped the list of commodities, surpassing cut flowers which ranked first in 1950. Radio and electronics were second and fourth. Advertising display material also was among the first 10 items.

NEW NBC POSTS

Clancy, Kelley Named

APPOINTMENTS of Donald Clancy as supervisor of radio and television contracts for NBC and of William M. Kelley as radio station relations contact representative were announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

Mr. Clancy, formerly an ABC associate attorney, moved into his new post at NBC last Monday. A graduate of St. John's College and Law School, Brooklyn, he had served in the NBC legal department before joining ABC. Mr. Kelley, who has been supervisor of radio and TV contracts, takes over his new role of radio station relations contact representative on Jan. 16. With NBC for the last five years, he is a graduate of Penn State College and formerly was associated with General Electric Co. in Schenectady.

Market Broadcasts

AN Agriculture Dept. survey shows that 1,312 radio stations present one or more market broadcasts daily. This represents an increase of 12% over the number a year ago. Some 1,223 stations are airing regular reports on livestock and livestock products, 592 on fruits and vegetables, 633 on grain and feed, and 36 on tobacco. In 1921, the first year market news was broadcast, only three stations carried the reports.

AGENCY CLINIC

Launched in New York By McCann-Erickson

McCANN-ERICKSON, New York, last Wednesday held the first session of a world-wide "continuing" clinic of agency operations.

The clinic is in effect a recapitulation of information presented in New York last month by 135 men and women from key posts in the agency's foreign offices and affiliated agencies. It will be repeated in 18 weekly sessions of one hour each for the more than 400 New York employes. In a few weeks, similar clinics will be started in Germany, Belgium, France, England, Mexico, Cuba, Puerto Rico, Peru, Colombia, Chile, Argentina, Brazil, Uruguay and 11 other cities in the United States where the agency maintains offices.

"This international clinic is helping to advance advertising as practiced in the United States to all parts of the world," Marion Harper Jr., president of the agency, reported. "It is not too much to hope that American selling methods, which have helped to build our economic and social system, will benefit our neighbors in other countries."

Among the subjects to be discussed at the clinic meetings are: Agency's history; it's world wide operations; responsibility for planning: how the agency reviews advertising recommendations; responsibilities of account executives; markets, planning, etc.

Mr. Scalpone outlines principles of selling by television.

* * *

Also included is a speech by Alfred J. Scalpone, vice president in charge of radio-television production, on "Selling in Television."

Mr. Scalpone suggests three principles in selling TV: (1) Demonstrate, by showing the product; (2) keep the message simple; and (3) "the best salesmen in the world are people. In television, use a personal salesman to sell potential customers face to face."

As for the question of whether to use live action, film, or a combination of both for a product commercial, Mr. Scalpone said, "there is no general answer to this kind of question . . . the answer depends upon whether the program is a live show, a film show or no program—but instead, spot announcements. It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials."

PROMOTION FEES

FTC Asks Stoppage

THE FEDERAL Trade Commission last week questioned the practice of some firms granting advertising or promotional payments to buyers without making them available to other purchases on equal terms.

A cease and desist order, directed at Carpel Frosted Foods Inc., Washington, drew a dissenting opinion from Comr. Lowell Mason in connection with the interpretation of the word "broker" under the Clayton Act. Buyer in this case is District Grocery Stores Inc., a non-profit purchasing cooperative for 275 retail grocers which had received the special payments for prominent display in streamers and newspaper advertisements.

Comr. Mason said that if the promotion and advertising made DGS a broker, "then newspapers, magazines, billboards, radio and all other media are brokers." Even an advertising agency serving its store clients which is paid by the publication in which copy is placed would be so labeled, he added.

Comr. William A. Ayres wrote that payments for advertising and promotion services are not unlawful *per se* but in this instance violated the law because they were not made available on equal terms to others who resell Carpel products in competition with DGS members. Brokerage question was not involved here, he said. DGS activities with its members were, however, equivalent to "the functions of brokers," he noted.

SAAA ANNUAL MEET

Set for Jan. 24-26

EARLE LUDGIN, Earle Ludgin & Co., and John M. Willem, Leo Burnett Co., both Chicago, will keynote the annual convention of the Southwestern Assn. of Advertising Agencies in San Antonio Jan. 24-26, Thomas Conroy, 1952 convention chairman, has announced.

The annual meet will be devoted to analysis of advertising copy trends, with Frederic Gamble, American Assn. of Advertising Agencies president, sitting in on panel sessions. Meetings will be held at the Plaza Hotel.

Mr. Ludgin will address a Friday (Jan. 25) meeting on "The Fatigue of Believability." Mr. Willem will talk on "Let's Not Get Lost in the Woods" at a noon session. Largest attendance in the history of the SAAA was forecast by Mr. Conroy.

YOU MIGHT WALK A MILE IN 6 1/2 MINUTES*—

BUT . . .

YOU NEED THE FETZER STATIONS TO PACE WESTERN MICHIGAN!

Here are some of the reasons why WKZO-TV is Western Michigan's greatest *television* value—why WKZO-WJEF are Western Michigan's greatest *radio* value:

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. It thoroughly covers a big Western Michigan and Northern Indiana 24-county area—which includes intensive primary service to Kalamazoo, Grand Rapids and Battle Creek—with a net effective buying income of more than two billion dollars. Further, a new Videodex Diary Study made by Jay and Graham Research Corporation, using the BMB technique, offers smashing proof that *WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than station "B"!*

WKZO-WJEF are acknowledged leaders in their home cities of Kalamazoo and Grand Rapids, as well as in rural Western Michigan. BMB Report No. 2 shows that WKZO-WJEF have increased their unduplicated rural audiences tremendously over 1946—up 25.9% at night 46.7% in the daytime. WKZO-WJEF give unduplicated day-and-night coverage of more than 60,000 families in the Grand Rapids area alone! Best of all, WKZO-WJEF cost about *20% less than the next-best two-station combination in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners.* Write direct or ask your Avery-Knodel man for the whole Fetzer story, *today!*

** Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.*

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

If you want to win
the ear of Box-Top-Betty . . .

Or the ear
of glamour-buyin' Susie Q . . .

For ears both young and old . . .
In a market good as gold

Tell Katz to
put WOOD to work for you!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids

WOOD

5000 WATTS • NBC AFFILIATE and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

J. G. HOYT (r), account executive for KIST Santa Barbara, presents gift certificates and prizes to Edwardo Guerena, who has the distinction of being the father of the first child born in 1952 in Santa Barbara. Gifts were donated by local merchants. P. S.: It's a boy.

WTAR PERSONNEL

Changes Are Announced

APPOINTMENT of John Peffer as general operations manager with supervision over both AM and TV is among several organizational changes announced by WTAR Radio Corp., operator of WTAR-AM-FM-TV Norfolk, Va. The changes were effective last Monday.

Winston Hope, who becomes TV administrative assistant to Mr. Peffer, was replaced by Harold Soldinger as TV program production manager. Joel Carlson was appointed public relations director with Boyd Harrier as assistant for radio-TV. Mr. Carlson also will serve as WTAR-AM-FM program director, a post now vacant.

Bill Miller, former producer-director, was named stage and prop master. Campbell Arnoux is president and general manager of WTAR Radio Corp.

KSDN to Join ABC

KSDN Aberdeen, S. D., will become an ABC radio network affiliate, effective April 1. Until that time station will continue affiliation with MBS. Owned by Aberdeen News Co., KSDN operates fulltime with 1 kw on 930 kc, under direction of General Manager Byron McElligott. Addition of KSDN brings total of ABC radio affiliates to 304.

WHIM Providence, R. I., has been presented an Award of Appreciation by the Rhode Island American Legion. Station Manager Bob Engles accepted a plaque on behalf of WHIM for outlet's cooperation in publicizing a veterans blood bank, instituted by the Legion.

CRASH COVERAGE

KQV, WJTN Claim Beats

NON-SCHEDULED airliner that crashed 35 miles from Jamestown, N. Y., Dec. 29 and took the lives of 26 of the 40 passengers resulted in news beats for two stations—KQV Pittsburgh and WJTN-AM-FM Jamestown.

Within 20 minutes after receiving the first flash—and within 48 hours after the crash—KQV Newscasters Bill Burns and Herb Morrison called the sheriff's office and tape-recorded a survivors' list given by George Albert, who stumbled through the snow that Monday afternoon. Recording was immediately aired, KQV claims.

"At least one city desk, one AM station and the local UP bureau picked up the story" from the broadcast, the station asserted, claiming a beat for its newsroom.

WJTN reported "finest" on-the-spot coverage in its history. When news reached the station before 3 p.m. Dec. 31, a bulletin was aired and News Director Jesse Price and Chief Engineer Harold Kratzert left for the scene with portable equipment. They recorded Mr. Albert's voice from a farmhouse by telephone. Mr. Kratzert arrived at the wreck site, where he voiced a commentary on tape, while Mr. Price talked with survivors.

Portions of the first interview were aired on ABC's *Headline Edition* at 7:05 p.m. The pair also interviewed a second survivor, Lt. William Bischof, playing back the tape on WJTN's *Five-Star Final* news program at 11 p.m. New Year's Eve.

CBR Vancouver becomes CBU this month when station goes on the air with new Canadian General Electric 10 kw transmitter on new 690 kc frequency, moving from 1130 kc.

HADACOL ADS

Will Be Resumed Soon

A HEAVY SCHEDULE of spot radio will be added to the newspaper campaign planned for southern papers early this month by the Le Blanc Corp., manufacturer of Hadacol, now being reorganized under bankruptcy laws. Agency is Erwin, Wasey & Co., New York.

Move is result of year-end legal action in New York's Southern District Court, where jurisdiction over the Le Blanc reorganization, challenged by a group of southern creditors including members of the Le Blanc family, was established late last month. Milton F. Rosenthal, New York attorney named by the court as acting trustee in the reorganization, was subsequently approved as trustee and will supervise all ad campaigns.

Newspaper schedule will be augmented by spot radio as soon as new transcriptions are prepared. New campaigns will feature slogan, "You can't beat a product that's *good*."

Advertising budget will depend on availability of ready cash, Mr. Rosenthal said, a difficult thing to estimate since it will be controlled largely by court order. Comparing it with previous Le Blanc budgets, Mr. Rosenthal said it would be "attenuated" at the beginning, but he hoped it would be expanded as business warranted. Expenditures will be divided about equally between radio and newspaper advertising and will be mostly in the South and Southwest. Corporation officials have not seriously considered television, as yet, he said.

Although a final list of Le Blanc creditors is still to be compiled—the number runs to an estimated 60,000—it would include "a fairly substantial number" of radio stations, Mr. Rosenthal said, mostly located in the South and West. Since Le Blanc creditors are divided into classes and dealt with as groups, it is difficult to do anything for radio creditors in particular, he said, but the more than $4 million owned by the Le Blanc Corps. of Louisiana and Maryland will be paid on a pro rata basis as that amount is collected.

Radio broadcasters previously had worked closely with Le Blanc officials, he reported, saying he anticipated their renewed trust in the corporation now that it is under different management. Some broadcasters have contacted the company already, he said, including "a major station in Cincinnati."

WTAM Local Sales

WTAM Cleveland reports that it sold 14% more local air time last year than in 1950 with resulting increase in time sales revenue. Boost was attributed by Eugene R. Myers, WTAM sales manager, to radio's continued effectiveness as a mass advertising medium in its competitive fight with other media.

WTIC—HARTFORD discovers disc recorders are still a *must*

Originally many stations across the nation thought that the advent of the tape recorder meant the eventual death of the disc. But, it didn't turn out that way! Convinced of the continuing need for disc recording and faced with an increased load of disc work, WTIC—Hartford's 50 kw station—decided to augment its disc equipment.

Having received 12 years of constant service from their PRESTO 8-A disc machines, WTIC naturally turned to PRESTO for its new equipment . . . two new 8-DG recorders, 92-B amplifiers and 160-B equalizers, along with a central console mounted between the recorders. Housed in its own studio, the new equipment turned out more than 400 recordings the first two months and is estimated to save the station $1,000 a year by cutting microgroove reference discs.

A wide range of WTIC activities, including agency program auditions, special gift records for VIPs appearing on the air, recordings of network programs originating at the station, as well as community service shows for other Connecticut stations, keep WTIC's disc equipment turning almost constantly . . . proof that disc recorders are still very much in the spin!

Studio engineering supervisor Albert Jackson (right) along with maintenance engineer Fred Edwards (below) planned and installed WTIC's new PRESTO *disc-recording studio.*

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division:
25 Warren Street, New York 7, N. Y.

Canadian Division:
Walter P. Downs, Ltd.,
Dominion Square Bldg., Montreal

wherever you go...

there's PRESTO

DEFENSE CONVOY

'Alert America' Is Theme

PUBLIC information programs, communications, manpower recruiting and other vital topics topped the agenda of a three-day national civil defense conference held in Washington, D. C., last week.

Regional, state and territorial CD directors convened at the Wardman Park Hotel to chart the course for alerting America to the importance of individual preparedness in 1952.

The directors attended at the invitation of the Federal Civil Defense Administration shortly after the opening of the "Alert America" convoy at the Departmental Auditorium. FCDA authorities have accented their public information campaign, inaugurating a new series or radio programs on ABC Radio.

The need for resolving public complacency in civil defense also was pointed up by Defense Mobilizer Charles E. Wilson in his year-end report. He emphasized the value of communications and test exercises in key cities, terming civil defense "a kind of insurance against a real and present hazard."

Mr. Wilson cited the recent conference of communications experts from throughout the country who prepared recommendations, equipment standards, frequency requirements and other matters relating to development of communications networks. Phases of FCC's Conelrad and interim broadcast alert plans also were discussed [B•T, Dec. 31, 1951].

Since last August, Mr. Wilson recalled, more than 60 test exercises have been held in such cities as New York, Chicago, Syracuse, Providence and San Francisco. In these tests, cities carry out plans and operations under simulated attack conditions.

The "Alert America" convoy, one of three slated to tour some 60 cities, is designed to point up the need for public know-how in the event of attack. The graphic multicolored exhibit stresses the American way of life and demonstrates various civil defense services.

Shows Radio Role

The communications display illustrates the role portable radio receivers would play in an emergency, and notes that a radio network "like NBC" will link the nation in time of crisis. Two films—*Survival Under Atomic Attack* and *Duck and Cover*—were shown continuously last week. Participation of mobile equipment also is cited. *Survival* has been used by TV stations while the latter is slated for early distribution.

Each "Alert America" exhibit is housed in a 10-trailer convoy and will be taken to various cities by the Valley Forge Foundation.

The new radio series, *Alert America*, is tape-recorded for presentation on ABC radio each Saturday, 6:15-6:30 p.m. Some stations are airing the program delayed. Programs are designed to promote community CD organizations and feature top officials of Congress, FCDA and other government agencies. Series is expected to run 13 weeks from starting date of Jan. 5. Other civil defense radio shows also are in preparation, using the documentary format and spot announcements.

KBOX Reno, Nev., staffers complete field strength survey of performance measurements. In the jeep are Carl Pendergraft (standing), KBOX engineer, and Jay E. Tapp (seated), consulting engineer of T&T Radio Measurements Co., Long Beach, Calif. Standing (back row, l to r) are Cecil Lynch, KBOX president-manager; G. A. M. Lynch, KBOX vice president, and John Boyer, KBOX commercial manager; (foreground, l to r) Harold Bowen, KBOX treasurer, and Ralph M. Brown, KBOX secretary.

Irma on Block

MARIE WILSON, blond CBS Radio star who plays the zany secretary known as *My Friend Irma* (CBS Radio, Sunday, 6-6:30 p.m. EST and CBS Television, Tuesday, 10:30-11 p.m. EST), on her program is auctioning off her real-life services as a secretary—for one eight-hour day—to whoever will give the most money to the 1952 March of Dimes campaign. Miss Wilson asks not for checks or cash, but bids, having arranged with the March of Dimes organization to credit the winning donation to the donor's home town quota. Since it is to be an auction of her services, only the winning bid need be paid, but high bids will be announced every week until the conclusion of the campaign.

FAUST APPOINTED

Is CBS Western Sales Mgr.

DUDLEY FAUST, CBS Radio Network sales account executive in New York since September 1950, has been appointed western sales manager for CBS Radio Network, effective immediately, W. Eldon Hazard, network sales manager, CBS Radio, announced Monday [B•T, Dec. 31, 1951].

Mr. Faust

Mr. Faust previously had been assistant western network sales manager with offices in Chicago from 1945 to 1950, having joined CBS Radio network sales in 1941 after four years in local sales for WBBM, CBS-owned Chicago station. Prior to that he had been a display salesman with the *Chicago American*.

COMMUNICATIONS

New School Lists Topics

NEW SCHOOL for Social Research, 66 W. 12th St., New York City, last week announced that it will offer 18 workshops and courses in public relations and communications in the spring term, beginning Feb. 4.

Workshops led by specialists in various fields are to be held in the techniques of such subjects as films, radio, television and international broadcasting.

Courses are to be given in the Div. of Public Relations of which Benjamin Fine, education editor of *The New York Times*, and Charles Side Steinberg, assistant publicity director, Warner Bros. Pictures, are directors. Students meeting necessary requirements may earn a B.A. degree in public relations or they may qualify for a certificate of proficiency in public relations.

We've said it before... and we'll say it again...

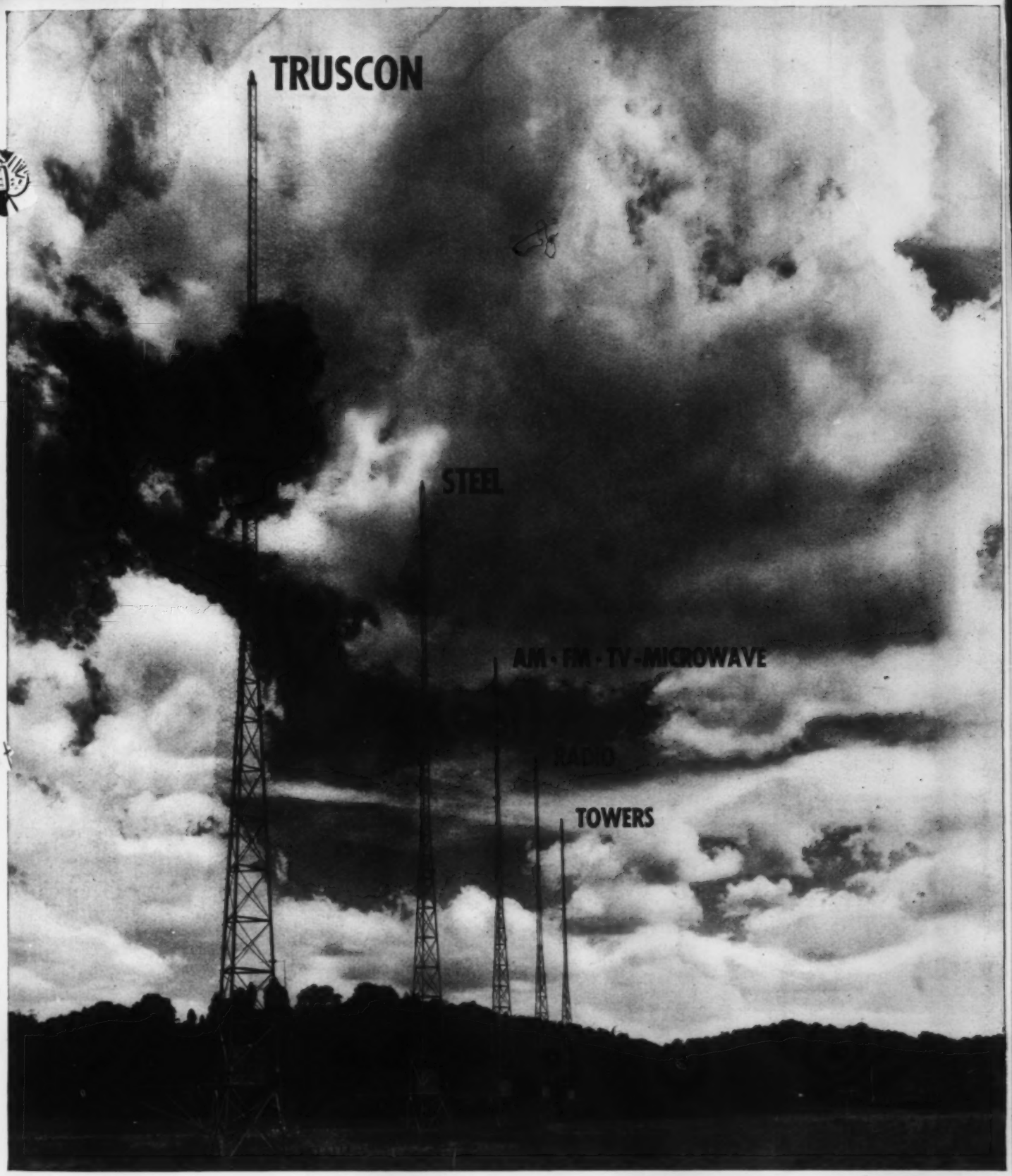
MIAMI

(DADE COUNTY)

...is the fastest growing Top Market in the south!

And if you want to know the kind of *selling job* we can do for you...just call our rep...the Bolling Company...they'll tell you!

JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC



SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
1074 Albert Street
Subsidiary of Republic Steel Corporation

NO OTH
with these
Patti
Number One
Ray A
Number On N
in RHYTHA
You too can draw listeners out of the air as easily as a prestidigitator draws rabbits out of a hat — with *Rhythm Rendezvous.*
Patti Page and Ray Anthony—No. 1 vocalist and dance band — combine their talents in a fast-moving po-
LANG-WORTH

THER MAGIC NEEDED...
se 2 magic names
tti Page
Ole Female Vocalist
Anthony
On Name Dance Band
RENDEZVOUS
gram of popular music staged in *Club Rendezvous*.
This 15-minute, 5-time-a-week show, complete with voice tracks by Patti and Ray, is smashing all records — IT'S MAGIC!

editorial

The HCL of Coverage

NOW THAT the networks are lined up for coverage of what is likely to be the greatest political show on earth, it's perhaps wise to figure the economics of the convention and election coverage. Generally speaking, the networks do not stand to make money on the election programming because of packaged sponsorships.

In evolving plans, there should be taken into account the situation of affiliates and of independents, who may tie into the networks for coverage. There are old-line local and national spot accounts, both radio and TV, to be accommodated—those that do not want to break the continuity of their schedules. Moreover, they don't want to be deprived of the bonus audiences that will accrue.

Consideration should be given to allowance of perhaps one-minute station breaks for affiliated stations. Or perhaps the programming should be arranged so that five minutes can be allowed for local schedules in each half-hour segment. What about ear-marking daily co-op features? This would permit stations to accommodate their regular accounts and recoup some of the revenue lost through preemption of station option time for the extraordinary coverage.

The story, of course, is the thing. In the past, station schedules as well as station exchequers have been affected by coverage of transcendental news. There's no telling how long the conventions will run. But both parties have been most cooperative and considerate of broadcasting requirements. We're certain that a coordinated plan can be evolved that will permit maximum coverage and, at the same time, protect both stations and networks against taking too onerous a rap.

Phonevisionaries

CLARENCE BUDDINGTON KELLAND, who has been writing fiction for the *Saturday Evening Post* since not long after Benjamin Franklin's tenure as editor, is not above putting propaganda in his characters' mouths, particularly if it does not conflict with magazine policy.

In the Jan. 5 installment of a Kelland murder mystery there is more than half a column of dialogue advocating money-in-the-slot television. Mr. Kelland thinks it would be dandy if telecasters charged viewers for viewing and also sold advertising.

". . . Meter your programs and then sell the commercials to manufacturers on the basis of audience," Mr. Kelland's character says. "As the magazines sell advertising on the basis of circulation. . . . There will have to be a revolution if high-class television is to survive. Advertisers can't spend above a certain point."

We would let this pass without comment were it not for the fact that it seems to us part of a box-office TV campaign that is beginning to take definite shape.

A few weeks ago the Committee for Constitutional Government circulated a questionnaire so worded as to give unqualified approval to Zenith's Phonevision system and with it an article by Millard C. Faught, a publicist in Zenith's employ, who has long argued that advertising can't carry the whole financial load of television. It is not unreasonable to suppose that when the questionnaires are returned, the Committee for Constitutional Government will announce that a survey of business leaders discloses they favor money-in-the-slot TV.

In the U. S. Congress, Sen. William Benton (D-Conn.) has been applying pressure for subscription television at every opportunity and is supported in his position by another retired advertising executive, Ray Rubicam, who sees it as TV's only salvation.

Oddly enough, the advocates of subscription television are of vastly different stripe and are supporting the principle for vastly different reasons. Sen. Benton and Mr. Rubicam are thinking of it as a means of distributing cultural programs that might not otherwise be broadcast. Magazine people, of course, are interested in any project that will prevent the diversion of advertising funds into television. The Committee for Constitutional Government, on the surface, is in a rather ambiguous position since it espouses the cause of complete economic *laissez faire*, but its interest in Phonevision may be explained by a friendship existing between Comdr. McDonald, president of Zenith, with one of its chief executives.

The point is that despite divergence of beliefs on other economic points, a strange and not inconsequential assembly of subscription TV advocates is collecting. And those who believe that dime, quarter or dollar-in-the-slot television is not in keeping with the traditional U. S. broadcasting system had better begin to muster their arms if they don't want to lose the fight by default.

The Radio-TV Elections: II

FOR THE first time in history, a very large percentage of the U.S. electorate in 1952 will be able personally to inspect—at length and in detail—the processes by which this country chooses its Presidents.

This fact transcends all others in estimating the effect that television will have on this and future Presidential campaigns and elections. We do not think it idle to believe that television may be a device that could profoundly change political procedure.

This will be the first time that substantial numbers of voters will be able to *watch* the party nominating conventions, which is to say they will be seeing the professional politicians select the candidates for whom the voters may vote. Some members of the television audience, observing these affairs but unable to participate in them, may find the experience frustrating. It is not difficult to foresee the resentment that would be aroused if, for example, a not too popular candidate were forced into a convention choice by the skilled pressure of his professional supporters.

Now we do not say that one such instance could lead to a revision of the historical Presidential nomination procedures, but it is quite possible that several clashes between the public and the political hack could. It is conceivable that the primary ballot could replace the political convention if enough voters demanded a direct voice in choosing the slates of candidates from which they could make their final choice.

Short of that possible revision in system, there is no question that the admission of millions of voters to the party conventions will create a somewhat more subtle but nonetheless influential effect.

It cannot escape the attention of the party professionals that now as never before, the nominating conventions will be conducted in full public view. It may not be able to cast a direct vote for its candidates, but the electorate will be present and will eventually be heard.

In a sense, television will re-create the Town Meeting on a national scale.

our respects to:

ROBERT MARK GRAY

"YOU'VE GOT to like what you're doing. You can't leave Saturdays and Sundays as your only time for enjoyment," says Robert Mark Gray, manager of advertising and sales promotion for Esso Standard Oil Co.

His office, located at the top of New York's Esso Bldg. in Rockefeller Center, indicates something of his approach to his job: It is informal and open, filled with—but not cluttered by—pictures, mementos and an old ship model. It looks like a home study, representing a balance between work and pleasure with the two combined in one room. Mr. Gray seems someone who has followed his own advice and enjoys his work.

Arriving at his present position by what he describes as "good luck, good fortune, some hard work and being in the right place at the right time," Mr. Gray got his start back home in Indiana. Born in Indianapolis on Sept. 21, 1904, he attended public schools there before going on to college at Indiana U. Indiana was followed by De Pauw U., the U. of Arizona, and the U. of Texas, where he worked on various campus publications and took principally the courses that interested him, regardless of whether they lead to a degree.

Deciding he wanted to go into advertising, he left college in 1928 to spend a year learning something about the mechanical trades of the field: typography, printing and engraving.

"I made $9 a week then," he recalls, "and doubt if I was worth it—even considering the value of the 1928 dollar."

He quit that job to go to work for an Elkhart, Ind., agency at $30 a week. "It was a small place where you had to do everything yourself, so at the end of eight months, I figured I had learned enough to go to a larger agency." So he went Chicago, "which I thought of then as the center of all the advertising in the world," he explains.

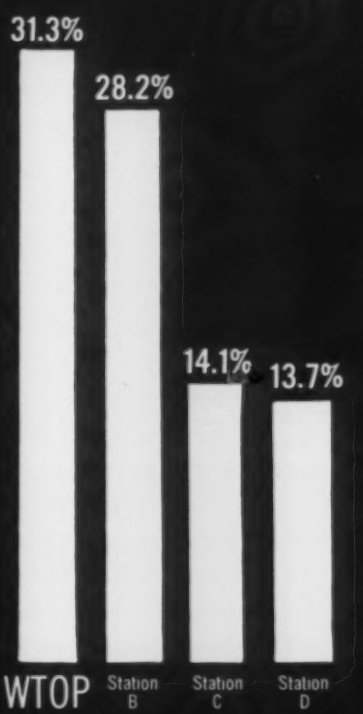
He joined Bailey, Walker & Tuttle as production manager and space buyer and later did a variety of jobs on the Howard radio, Montgomery Ward, Thomas Hair System and other accounts. This apprenticeship paid off in less than a year with a job at BBDO's Chicago office, where he stayed for 3½ years, working on various accounts, and then was transferred to its New York office.

While with BBDO, he worked first as an assistant account representative and later as copy writer and account representative on Westclox, Eversharp and A. E. Staley Milling accounts—as well as White Star Refining and other Socony-Vacuum affiliates. Early in 1934

(Continued on page 55)

In Washington, D. C.

WTOP-TV newscasts have larger audiences than those of any other television station*



*Telepulse, Dec. 1951 Mon. Thru Fri. average share of audiences for newscasts

WTOP-TV

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES

front office

L. A. BLUST JR., commercial manager, KTUL Tulsa, appointed assistant general manager of same station as well as KFPW Fort Smith, Ark.

Mr. Blust

WALTER DUNN, formerly with Headley-Reed Co. and ABC Spot Sales, both New York, has joined H-R Representatives Inc., station representative, same city, as senior solicitor.

JAMES T. AUBREY JR., account executive, KTTV (TV) Hollywood, to KNXT (TV) same city as sales manager. ROBERT B. HOAG, KNXT sales manager to CBS Television Spot Sales, N. Y., as account executive.

WEED & Co., N. Y., radio and TV station representative, names The Wexton Co., N. Y., as its advertising agency.

PAUL JAMES HUTCHINSON, formerly engaged in sales work with WNJR, WAAT and WATV (TV), all Newark, to radio sales staff of Headley-Reed Co., New York, station representative.

Mr. Hutchinson

PAUL F. ROYALL, announcer and newsman, KSL Salt Lake City, named account executive.

ROBERT E. WHITE, administrator of Huntington, W. Va., regional Blood Center, to WSAZ TV same city as sales account executive.

WILLIAM BARTON, commercial manager, KBND Bend, Ore., resigns. Future plans are unannounced.

BEFORE YOU
DECIDE ON YOUR
NEXT SCHEDULE
in the DETROIT Area

See How Much MORE You Get Using

CKLW

and its 50,000 watts
AT THE LOWEST RATE OF ANY
MAJOR STATION IN THIS MARKET

Guardian Bldg. • *Detroit 26,*

Adam J. Young, Jr., Inc.
National Rep.

J. E. Campeau
President

FIN ANTHONY joins CKNW New Westminster, B. C., as account executive.

LEW SARGENT, sales manager, WKOX Framingham, Mass., to WEIM Fitchburg, Mass., as general manager.

Mr. Sargent

DAVE WILLIAMSON, account executive, Don Lee Broadcasting System, Hollywood, to ABC-TV Hollywood in similar capacity.

A. W. LEFLER, manager of sales service, ABC Radio-TV Western Div., Hollywood, named account executive.

ARNOLD STARR, account executive WNJR Newark, to WMCA New York in same capacity.

COL. WILLIAM MAYER joins ABC television staff as executive assistant to the vice president of TV program department [B•T, Jan. 7].

Col. Mayer

WILLIAM L. DODRILL, McDonough, Caperton, Shepherd, Goldsmith (insurance), Charleston, W. Va., to sales staff WKNA same city.

CHARLES W. TRIPPE, general manager, WDXB Chattanooga, to WWDC Washington as account executive.

MILT HIBDON, program and sales promotion director, KTRB Modesto, Calif., to Lincoln Dellar radio stations as advertising and promotion manager. Stations include KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara.

Personals . . .

RICHARD E. JONES, vice president and general manager, WJBK and WJBK-TV Detroit, elected to the board of directors of the Detroit Convention and Tourist Bureau. . . . DONN B. TATUM, ABC Western Division director of TV, named TV publicity chairman of L. A. chapter American National Red Cross 1952 Fund Drive. . . . ARTHUR HULL HAYES, CBS vice president in San Francisco and manager of KCBS there, appointed a director of the Redwood Empire Assn. for the coming year. . . . WILLIAM SHAW, general manager, Columbia Pacific Network and KNX Hollywood, in N. Y. for conferences with CBS Radio executives. . . . EARL WYNN, head of Communications Dept., U. of North Carolina and RHODA MABEL HUNTER of same department were married Dec. 27 at Chapel Hill, N. C.

F. C. SOWELL, manager, WLAC Nashville, elected president of Nashville Chamber of Commerce.

BILL REA Jr., owner-manager CKNW New Westminster, B. C., made chieftain and given name Chief Ka-N Wawa, by Squamish Indian Tribe of North Vancouver. Honor was presented in appreciation for his interests in welfare of West Coast Indians. . . . JOHN B. CRAIG, managing director, CKX Brandon, Man., elected president of Associated Chambers of Commerce at annual meeting. . . . Capt. BEN MILLER, Radio-TV Branch, U. S. Army, father of boy, born Dec. 28. Mrs. Miller is former MARY FRANCES ZARBOCK, at one time with WTOP Washington publicity department.

GEORGE COMTE, because of his duties as assistant to R. G. WINNIE, stations manager of WTMJ-AM-TV Milwaukee, new post which he assumed last October, has discontinued airing the nightly 10 p.m. *Today's Events* broadcasts on WTMJ. His last program was Jan. 6. Mr. Comte had been heard on the show since it started in 1937, except for the time he was in service during World War II. *Today's Events* now is handled by PAUL SKINNER Monday through Friday and LLOYD PETTIT on Saturday and Sunday.

WILLIAM R. McANDREW, director of public affairs for NBC-TV, appointed to the Executive Committee on Employment of the Physically Handicapped by Chairman EARL H. GAMMONS, Washington vice president of CBS.

FRANK STANTON, CBS president, expected in New York this week from Mexico, after a short vacation.

THIS FIGHT IS YOURS

Radio Shows

15-minute Electrical Transcriptions

STARRING

Rosemary Clooney
Red Foley and The Cumberland Valley Boys
Eugene Ormandy and The Philadelphia Orchestra
Ray Anthony
Loretta Young—Basil O'Connor
Meredith Willson

PLUS

Live and Transcribed Announcements

Television Programs

16-mm. Sound Films - Various Lengths

STARRING

Lina Romay
Toni Arden
The Skylarks
Margaret Whiting & Jack Smith
Buddy Ebsen & Daughter Alix
Carolina Cotton

PLUS

3—20 Second Cartoons—Full Animation with Sound—plus 60 Second Announcements

JOIN THE 1952 MARCH OF DIMES

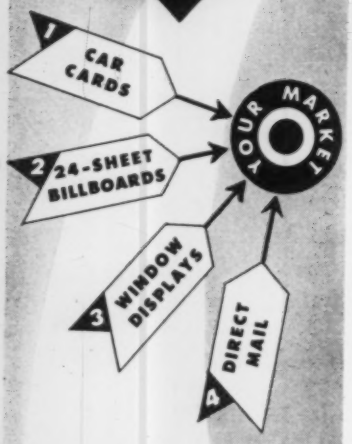
JANUARY 2nd - 31st

And use as many of the following programs as you can

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
Franklin D. Roosevelt, Founder
120 Broadway, New York 5, New York

HOWARD J. LONDON
Director—Radio, Television and Motion Pictures
BEekman 3-0500

PROMOTION BONUS FOR SPONSORS...
FOUR EXTRA SHOTS FOR EXTRA SALES!



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

10,000 Watts
Philadelphia's
Most
Powerful
Independent

WIBG

REPRESENTED BY
Radio
Representatives
Inc.

air-casters

LEE PHILLIPS, chief announcer, WTVJ (TV) Miami, appointed program director. **LEE WALKER,** traffic manager, named assistant program director. **R. J. TROXEL,** chief producer, appointed production manager.

Mr. Troxel

BARON KEYES, lyricist and composer of songs on KECA-TV Hollywood *Candy's Playhouse,* to have original compositions put in book form for children by Edward B. Marks Music Co., N. Y.

DAN NORTON, ABC-TV Chicago operations director, and **MARGARET LANDMAN,** copywriter for Sears Roebuck & Co., are to be married in May.

HAZEL MARKEL, woman's commentator, WWDC Washington and MBS, is author of "Etiquette for Service Weddings" in spring issue of *Modern Bride* magazine.

PHIL CHRISTIE, announcer, WLAW Boston, father of girl, Jan. 3.

HARRY BOWLEY, Walter Dales Radioscripts, Montreal, to CKNW New Westminster, B. C., promotion dept.

DALE HOWARD, graduate of Northwest Broadcasting School, Portland, Ore., to KDMA Montevideo, Minn. Other NBS graduates: **DEL ORMAN,** to KCOL Fort Collins, Col.; **BRUCE FOUNTAIN** to KOCO Salem, Ore., as announcer-operator; **DWIGHT SMART** to KAPA Raymond, Wash., as announcer-salesman.

ART STANLEY named program director, KCIM Carroll, Ia. **DALE BARTON,** sports director, to chief announcer. **BILL MASON,** staff announcer, to news director at same station.

CHARLES REEDER, production manager and music director, WING Dayton, Ohio, appointed program director. **JAMES BENNETT** to WING as production manager.

Mr. Reeder

FRANK ALLAN, program director, WEAV Plattsburg, N. Y., to WLEE Richmond, Va., as announcer - disc jockey.

BETTY LAMM of King Kennedy, Beverly Hills (publicists), to CBS Radio, Hollywood, as photo editor and planter, national magazines. She replaces **BERTIE CRANE,** who moves to New York.

RAY SULLIVAN, KECA-TV Hollywood mail room, father of a girl, Lori Blake, Jan. 3.

TED COLLINS, producer NBC-TV *Kate Smith Hour,* to narrate series of film shorts to be produced by Pine-Thomas Productions, Hollywood, which will show American cracker-barrel at various stages in history.

JOE HOENIG, office supervisor, ABC Hollywood, to sales promotion.

HANK WEAVER, special events and sports commentator ABC Hollywood, named "TV Sports Commentator of Year" by *Southern California Sports Magazine.*

MARVIN MILLER, announcer, NBC Radio's *Railroad Hour,* to portray prizefighter's manager in Paramount film, *Military Policeman,* starring **BOB HOPE.**

DAVID GREGGORY, writer, CBS Radio *Club 15,* has collaborated on novelty song, *The Boy With the Bonnie Bag Pipe,* with pianist Wally Weschler, to be published in Scotland.

LARRY MONROE, staff announcer, WATS Sayre, Pa., called to military service.

ROBERT F. REYNOLDS, sports and special events, WJBK Detroit, to WJR same city as associate sports editor.

Mr. Reynolds

BOB LeMOND, Hollywood announcer, assigned to CBS Television *My Friend Irma,* sponsored by R. J. Reynolds Tobacco Co. (Cavalier Cigarettes).

FRANK MATTHEWS to WOAI San Antonio as newscaster and night news editor.

MARK ROGERS and **GRANT FOSTER,** newscaster, **EWING CANADAY,** news bureau chief, and **PRISSY THOMAS,** women's editor, WKY-AM-TV Oklahoma City, appointed "Commodores" by Gov. Johnstone Murray in the Oklahoma Navy for their radio-TV public service work.

JULIA WORMSER, secretary to **BOB LAWS,** sales manager, ABC-TV Western Div., Hollywood, to promotion department as copywriter.

HARLAN JUDKINS, announcer-producer, KTUL Tulsa, moves to KFPW Fort Smith, Ark., as program director.

Mr. Judkins

J. GORDON STARK of NBC Radio Hollywood promotion staff, to NBC-TV Hollywood *Ralph Edwards Television Show* as assistant director.

WILLARD WATERMAN, star of NBC Radio *Great Gildersleeve,* recuperating following appendectomy, Jan. 3. He expects to return for broadcast Jan. 16.

SAM HAYES, newscaster on NBC West Coast *Breakfast News,* sponsored by General Mills, awarded title of "network newscaster who made greatest contribution to air travel in the West during 1951," Jan. 11. Arthur F. Kelly, vice president, Western Air Lines, and Air Force Assn. board member, made award.

JOHN CLAAR, director, KTTV (TV) Hollywood *Search for Girls* and *Calo Pet Exchange,* to CBS Television *Meet Corliss Archer* in similar capacity.

EDDIE TRUMAN, staff organist-pianist, ABC Radio, Hollywood, has written *The Tavern Song,* recorded and released by both Decca and Capitol Records this month.

WILLIAM J. HARDING, director, NBC Radio *Dennis Day Show* and ABC-TV *Hal Sawyer Show,* to ABC Radio, Hollywood, as director.

FRAZIER HUNT, news commentator heard three times weekly over Liberty Broadcasting outlets, completed a two week lecture tour of the Southwest on Jan. 11.

BILL ELLISON, news director, WHBF Rock Island, Ill., father of boy, William David, Dec. 29.

LEE ZIMMER, announcer, WDUK Durham, N. C., joins ABC Radio, Hollywood, as announcer.

MARVIN HEADRICK, KECA-TV Hollywood engineering maintenance department, father of boy, Randall Marvin, Dec. 31.

CHARLES DAY, news director, WGAR Cleveland, father of fourth child, boy named Robert.

E. WILLIAM MALONE, promotion manager, KRON-TV San Francisco, to resign Feb. 1. No successor has been announced.

JOE CONNELLY, writer, CBS Radio *Amos 'n' Andy* show, father of a girl, Maria, Jan. 1.

On All Accounts

(Continued from page 12)

clude Chevrolet dealers in three states; Sealtest regional; gas companies in two states, and numerous others. The Westinghouse account came to the agency after Mr. Lindquist had spent the better part of nine months studying the project, figuring rightly that NCAA would pick an agency that knew its problems intimately.

Radio-TV directors have a real obligation to understand the client's point of view and objectives while retaining the station-network perspective, he feels. A good campaign is successful only when it adheres to highest standards of good taste in length and text of commercials, and in their spacing; when program content meets equally high standards of good taste and entertainment and is completely acceptable to its audience.

Mr. Lindquist has three hobbies at home—model railroading, pianos and motion picture photography, interrupted by careful scanning of TV programming to see what the other fellow is doing.

PHILCO POSTS

Promotions Announced

WILLIAM BALDERSTON, president of Philco Corp., has announced a number of top level advancements made at his firm.

Frederick D. Ogilby has been named vice president, television and radio division. He will direct all sales activities of the division as well as all product development of the line. Mr. Ogilby joined Philco in 1931. He was a manager of television sales prior to his appointment as a vice president in 1949.

Mr. Ogilby

John Kuneau, while retaining his post as vice president on the executive staff in charge of public relations, will also serve as chairman of the newly formed merchandising committee for television and radio activities, reporting directly to Larry F. Hardy, president of the division. Mr. Kuneau joined Philco in 1950.

TV Sales Post

John L. Utz, in field sales for 14 years as a district representative and division manager, has been advanced to national sales manager of television. John J. Moran will continue as Philco's national sales manager of radio.

John M. Otter, formerly vice president and general sales manager, has been appointed vice president and general manager of the refrigeration division and will head the management of all Philco appliances, including electric ranges and room air conditioners. Mr. Otter joined Philco in 1926. He was appointed to the board of directors in 1950.

Thomas A. Kennally, former president of the refrigeration division, will become vice president on the executive staff and chairman of the distribution committee, which is Philco's top level policy committee on distribution planning for all products. Mr. Kennally has been with Philco 27 years. He became vice president in charge of sales in 1941 and vice president and assistant to the president in 1948.

Raymond B. George has been appointed corporate vice president of merchandising. Mr. George joined Philco in 1936 and was named vice president in charge of the merchandising of the television and radio division in 1950.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

Our Respects To

(Continued from page 50)

he applied for a job in the advertising department at the Standard Oil Co. of New Jersey and has been there since.

At Esso his business career has been about as quiet as the North Atlantic during the fall hurricane season: He has worked in almost every job in the advertising and sales promotion department, being named assistant manager of the department in 1943, and manager in 1945.

As department head, he supervises radio's *The Esso Reporter*, which the company has sponsored for 18 years, and television's *Alan Young Show*, which has been under Esso sponsorship for a year and a half.

Between seasons there have been summer replacement shows to maage and some spot advertisements, when a new product—such as Esso Extra Motor Oil—has been introduced.

Mr. Gray, who feels that a real effort should be made to build as close a business family as possible within his own office, also extends that attitude toward the two agencies who handle Esso Standard advertising: McCann-Erickson and Marschalk & Pratt Co., which have been in the business family for many years—the former for almost 40 years and the latter for 16 years.

Sees Advertisers' Viewpoint

"When I was on the other side of the fence," Mr. Gray says, "I decided if I ever became an advertiser, I'd try to be the kind of client I'd like to have." Feeling that agencies are too often held responsible when the client, himself, doesn't know quite what he wants or needs, Mr. Gray makes a point of sharing information freely with his agency representatives.

To be on the inside of all company sales problems and objectives, the agencies are invited, for example, to all important sales meetings and they find ample opportunity to talk with Esso Standard employes who know about both the oil and advertising businesses.

"You cannot expect a consistently good job from an agency and at the same time let it work in the dark," the advertising manager observes.

To prove that he enjoys what he is doing weekdays as well as week ends, Mr. Gray can list his extra-work activities. He is a director of The Advertising Council, American Federation of Advertisers, Advertising Club of New York, Traffic Audit Bureau, Audit Bureau of Circulations and a past director of the Assn. of National Advertisers, on whose radio-television committee he continues to serve. He is a member of Phi Gamma Delta, Lotos Club and the New York Sales Executive Club. He has helped to institute four chapters of Alpha Delta Sigma, honorary advertising fraternity, at De Pauw, Indiana, Butler U., and the U. of Texas, where he is member No. 1. He also served during World War II as chairman of the advertising committee of District No. 1 of the Petroleum Administration for War.

Mr. Gray and his wife, the former Marjorie Simmons Alspaugh, live in Greenwich, Conn.

"I used to have a boat on Long Island Sound," he remarks, "but sold it during the war. We hope to have another one sometime, maybe next spring."

Turns to Angling

Mr. Gray enjoys fishing and has angled for trout and salmon in the East. As an amateur historian of the War Between the States, he likes to visit the old battlefields to collect data on the subject. His other traveling has included a short business trip to Europe this past summer where, in addition to attending the World Conference on Advertising held in London, he had an opportunity to acquaint himself with Esso Standard advertising and sales promotion in England, Germany, and France.

WHBF EXPANSION

Staff Shifted, Enlarged

EXPANSION and reorganization at WHBF-AM-FM-TV Rock Island, Ill., has resulted in personnel shifts and additions.

Forest W. Cooke, program director, has been made director of all WHBF-TV production, operational procedures and TV programming.

Bill Ellison has been appointed news director succeeding Charles F. Harrison, resigned.

Dean Lierle has been transferred from the continuity department to radio sales.

Harlan Ralston, traffic manager, now is also in charge of radio programming.

Fern Hawks takes over as personnel director in addition to her publicity and promotion duties.

Additions to the staff include Shirlie Freeman, publicity; Elsie Hargraves, receptionist; Doris Balzer, traffic; Dan Rafferty, news, and Fred K. Leo, public relations.

Hearing Delayed

HEARING on license renewal of WKOW Madison, Wis., has been postponed from Jan. 21 to Jan. 28, following pre-hearing conference in Washington last week between attorneys for station and for Atlass Amusement Co. and FCC Hearing Examiner James D. Cunningham [B•T, Dec. 31, Nov. 12, 1951]. At issue is the management contract station has with Atlass Amusement Co. and also question whether WKOW got CBS affiliation after hiring firm headed by H. Leslie Atlass Jr., son of CBS Central Division vice president.

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available. *Contact an RCA Victor Custom Record office today:*

630 Fifth Avenue
Dept. B-10, **NEW YORK 20**
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445 North Lake Shore Drive
Dept. B-10, **CHICAGO 11**
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-10, **HOLLYWOOD 38**
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NEW REGION SET

RCA Victor Adds Eighth

ESTABLISHMENT of a new region for the RCA Victor Division, to be known as the West Central Region, with headquarters in Kansas City, Mo., has been announced by C. M. Odorizzi, operating vice president of the division.

At the same time, Mr. Odorizzi announced the appointment of V. A. Kamin as manager of the new region, effective Jan. 1.

The West Central Region will include Denver, St. Louis, Omaha, Des Moines and Sioux Falls distributing area in addition to Kansas City distributing area.

Formation of the new region is based on the increasing growth of the midwest as a market for RCA products, Mr. Odorizzi said. He pointed out that the needs of distributors in this extensive territory can better be served with a regional manager located in Kansas City.

The establishment of the West Central Region raises to eight the total regional offices of RCA.

RADIO UNIT

Will Be Emergency Center

RCA has delivered to Philadelphia civic officials a specially-designed multi-channel mobile communications unit pictured below to be used as a coordinating center in the event of atomic attack or other disaster.

The unit is housed in a truck and is actually eight radio stations in one. It is capable of linking all Philadelphia police, fire, civilian air patrol, CAA and amateur radio communication facilities. It also can be tapped into the telephone system and used as an emergency telephone exchange.

With eight transmitters, it is equipped for use as a base station or as a mobile unit. The unit also boasts loudspeakers for controlling population movement, heating and air-conditioning systems, flood lights, various antennas and a 10 kw single-phase generator which can supply all power required for use of the equipment.

Examining new radio truck equipped for use as base station or mobile unit are (l) Philadelphia Mayor Bernard Samuel, and W. W. Watts, vice president in charge of RCA Engineering Products Department.

allied arts

E. BURT CLOSE, Sun Oil Co., joins RCA Consumer Products Advertising and Sales Promotion Dept., Camden, N. J.

WILLIAM S. SMITH, account supervisor in industrial advertising section of the General Electric Corp., Schenectady, N. Y., named advertising manager of General Electric's Chemical Division, Pittsfield, Mass.

DAVID S. RAU elected vice president and chief engineer of RCA Communications Inc. [B•T, Jan. 7]. **C. W. LATIMER,** vice president in charge of engineering, appointed vice president and chief technical consultant.

Mr. Rau

MARTIN F. SHEA named vice president of Auto Radio Division in charge of car radio manufacturing sales for Philco Corp.

PAUL RADIN, vice president, Jaffe Agency, New York, will handle TV activity for new affiliation between Jaffe Agency, Hollywood, and Stanley Bergerman & Co., Beverly Hills, headquartered in Hollywood. **DICK STEENBERG** and **DON DAVIS** signed as TV representatives for N. Y. agencies' offices.

SCREEN WRITERS GUILD, Hollywood, appoints Cleary-Strauss & Irwin, Hollywood, to handle public relations.

AUDIO-VIDEO PRODUCTS Corp., N. Y., appoints G. M. Basford Co., N. Y., advertising agency, for parent company and affiliate including Audio-Video Recording Co., N. Y.; Audio-Video Tape Libraries Inc., N. Y., and Magna-Crest Inc., N. Y.

NEW YORK U. will offer course next semester in high fidelity sound reproduction, conducted by Edgar M. Villchur, designer of amplifers and radio phonographs for Villmar Radio.

SIDNEY DORFMAN, Loeb & Loeb, L. A. (law firm), to Snader Telescriptions Corp. and Snader Telescriptions Sales Inc., Beverly Hills, as general counsel.

CHESTER L. MIGDEN, attorney with National Labor Relations Board, N. Y., appointed administrator of agency division of Screen Actors Guild.

MURRAY KINNELL, founder member of Guild whose retirement from position becomes effective Feb. 28, will serve in advisory capacity following several months' trip to Europe.

CATHODE-RAY TUBE Div., Allen B. DuMont Labs., names W. H. Connors Co., Denver, as sales representative.

RCA VICTOR will record the Gian-Carlo Menotti opera "Amahl and the Night Visitors" [B•T, Dec. 31] using the original cast. Opera was written especially for video production.

CHARLES MICHELSON Inc., New York transcription sales company, announces the release of two new half hour, open end dramatic series for local sponsorship. Shows are *In the Name of the Law* and *Order in the Court.*

Equipment . . .

ELECTRO-VOICE Inc., Buchanan, Mich., announces all E-V dynamic microphones now in production are polarized with the exception of models 615, 600D and 602. Will simplify multiple microphone installation, firm said.

AUDIO & VIDEO PRODUCTS Corp., N. Y., announces production of new portable Wagner—16 Micro Disc Recorder, model P16-450. Instrument will record and play back a full half hour of speech or music on each side of a single unbreakable 4¾ in. disc.

SPRAGUE ELECTRIC Co., North Adams, Mass., announces production of a small feed-through ceramic capacitor for filtering leads passing through a chassis and which aids in the design and production of TV equipment.

RCA TUBE Dept. announces latest in its series of "pencil-type" triode tubes capable of producing peak output of more than 1000 w in plate-pulse service at frequencies up to 3300 mc.

Technical . . .

JACK CHARLES, chief engineer, KVER Albuquerque, N. M., to KVWO Cheyenne, Wyo. in same capacity.

CARL PEARL, publicity director, Air Features, to Columbia U.'s Engineering Center in same capacity.

NBFU Awards

RADIO station, daily paper and weekly newspaper credited with greatest fire prevention work for their localities during 1951 will be offered a gold medal and $500 in cash by the National Board of Fire Underwriters in its 11th annual presentation. Scrapbooks, records or other exhibits testifying to 1951 fire prevention activity should be sent to Gold Medal Awards, National Board of Fire Underwriters, 85 John St., New York 38, by Feb. 15. Last year's station award went, for second time, to KANS Wichita.

THERE are some 550 TV receivers in public schools in the Philadelphia area, with 75 more installations expected within the next two weeks. There is an average of 50 viewers per receiver and a potential pupil viewing audience of more than 30,000 students.

'SAM SPADE' APPEAL

Planned by Warner Bros.

WARNER BROS. may appeal ruling of a federal judge handed down in the nearly three-year-old "Sam Spade" plagiarism suit against Dashiell Hammett, mystery author; Regis Radio, program packagers, and CBS [B•T, Jan. 7].

Absolving the three of plagiarism charges, Federal Judge William C. Mathes in early January ruled that purchase by Warner Bros. of the author's *Maltese Falcon* did not give the movie studio future rights to "Sam Spade," central character of the book. Mr. Hammett under ruling, possesses right to use the character in whatever way he sees fit.

Gordon L. Files of law firm of Freston & Files, Los Angeles, representing Warner Bros., indicated to BROADCASTING • TELECASTING that appeal will be made. No action can be taken, however, until final judgment is entered. Warner Bros. then has 60 days in which to file its appeal, it was explained.

WEEU CITED

By NLRB Trial Examiner

FINDING of certain "unfair labor practices" is contained in an intermediate report by a National Labor Relations Board trial examiner on a complaint involving Hawley Broadcasting Co., operator of WEEU-AM-FM Reading, Pa.

The report is based on a complaint lodged by the American Federation of Radio Artists (AFL) Sept. 19, 1951. The union charged that the licensee had refused to bargain collectively with it as representative of certain employes after November 1950. The findings were issued by Trial Examiner John H. Eadie.

WEEU-AM-FM had held that a unit of staff announcers, excluding the program director and other employes, was inappropriate because continuity writers were omitted. Station cited the board's decision in a case involving Westchester Broadcasting Corp. last April.

Mr. Eadie found that while the station had interrogated certain employes and thus posed the question of "interference," it had not refused to bargain in good faith. WEEU-AM-FM had cause to question the union's majority in December 1950 when the union claimed only four announcers, he said.

Tests Script Series

MRS. ESTHER VAN WAGONER TUFTY, veteran Washington reporter dubbed by *Time* magazine as "The Duchess," has completed a year-long test of world news scripts, couched in "kitchen language" and aimed at women listeners. Three women have helped Mrs. Tufty test her script service. They are Bettie McCall, WCAO Baltimore; Alice Anderson, WTTH Port Huron, Mich., and Beth Anderson, WMDN Midland, Mich.

JANUARY 14, 1952

TELECASTING

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in our 7th year

THE SPOT FOR YOU . . . is on feature films

FOOTLIGHT THEATER

6-6:50 p.m., Mon. thru Fri.

Participations on this top-rated early evening film show currently are sold out, but there's always room on the waiting list. Average daily rating of FOOTLIGHT THEATER is 16.2 (ARB survey, Dec. 1-8), while the closest competing program has a rating of 9.3

CIRCLE FOUR ROUNDUP

4-5 p.m., Saturday

A Western film series block programmed with other leading kid shows (Cisco Kid, Safety Circus, American Youth Forum), CIRCLE FOUR ROUNDUP is available for spot participations.

CINEMA PLAYHOUSE

11:05 p.m., Sunday

Now available to one lucky sponsor, for presentation on CINEMA PLAYHOUSE, is a series of 18 brand-new, current feature films NEVER BEFORE SEEN ON TELEVISION, including 13 Alexander Korda productions—a truly outstanding buy.

BOX FOUR

11:05 p.m.-12, Mon. thru Fri.

With an average daily rating of 7.1, (ARB survey, Dec. 1-8), BOX FOUR is the highest-rated of three late evening film shows on Washington TV stations. BOX FOUR offers the advertiser a 3 for 1 value—sponsor identification at both beginning and end of the movie, in addition to the regular one-minute announcement.

FOR COMPLETE INFORMATION AND RATES, CALL YOUR NEAREST NBC SPOT SALES OFFICE OR THE WNBW SALES DEPARTMENT, REPUBLIC 4000.

wnbw Channel 4

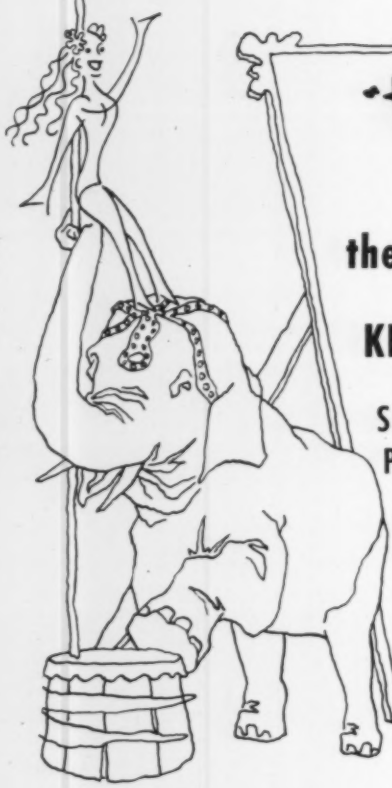
NBC TELEVISION IN WASHINGTON REPRESENTED BY NBC SPOT SALES

COMING TO KECA-TV January 28

"The AL JARVIS Show"

Los Angeles Greatest TV Selling Attraction

3:00-5:00 pm Daily



"the AL JARVIS show"

starring

the Sellingest Man in Los Angeles Television

moves to

KECA-TV January 28 3:00-5:00 pm Daily

Select Time Still Available. Place Your Orders NOW.
Phone Your Nearest ABC-TV Spot Sales Office:

LOS ANGELES
NORMANDY 3-3311

SAN FRANCISCO
EXBROOK 2-6544

NEW YORK
SUSQUEHANNA 7-5000

CHICAGO
ANDOVER 3-7800

DETROIT
WOODWARD 3-8321

ABC Television KECA-TV channel 7 in Los Angeles

TELECASTING

JANUARY 14, 1952

CONTROL 'WORKED'

Helped Cut Gate Inroads, NCAA Says

STRICT control of football telecasts by National Collegiate Athletic Assn. served to cut down TV's inroads into gate receipts, NCAA was told Friday as delegates prepared to vote in Cincinnati on a plan for continued supervision next autumn.

Main objection to a "middle course" plan offered Thursday by NCAA's Television Committee came from U. of Pennsylvania and Notre Dame but they appeared to have little support around the convention. Penn proposed a resolution calling for unrestricted live football telecasts.

First results of an impact survey conducted by National Opinion Research Center for NCAA were made available.

NORC emphasized that the NCAA control of telecasts had slowed up the declining trend in football attendance, with colleges in TV areas suffering less than in 1950.

The TV Committee, headed by Tom Hamilton, Pittsburgh, and Ralph Furey, Columbia, based its report on a proposed experimental program for 1952 with these objectives:

To minimize the adverse effects of live television upon attendance at college and high school football games.

To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible.

To provide television to the public to the extent consistent with the first two objectives.

Other Recommendations

The committee also recommended that the 1952 television program be worked out by a TV committee appointed by NCAA. The new committee would also give consideration to the final NORC report when available in March and the plan would be submitted to NCAA membership for approval.

Also the recommendation was made that no NCAA member make any TV committments for the 1952 season except in accordance with the approved plan. The committee declared, "We reject the urging of those who seek a complete ban on live telecasting. College football and live television can and will live side by side. Equally firmly, we reject the urging of those few who would return college football to unrestricted live television and seek thereby to profit from the loss of others and particularly from the loss of the small colleges and high schools. We urge a middle course of moderation."

The committee also stressed dangers to the game of football if two or three top teams monopolized the television networks. The resulting financial rewards would create greater temptations than any yet known to the game and would place irresistible premiums on successful teams, the committee said.

"We must not only limit the amount of television, but we must spread it far and wide," said Ralph Furey, co-chairman.

The NCAA 1951 television plan made $50,000 available to NORC for analysis of the effects of the experimental program on 1951 football attendance. Two national cross section surveys were made, before Labor Day and the beginning of the football season, to Thanksgiving and close of the season. Pittsburgh and Boston were selected for detailed study, and a representative cross section of approximately 500 football fans in each city were interviewed personally every week of the season regarding their Saturday afternoon and weekend activities. Seventeen colleges, coast to coast, conducted questionnaire surveys of their stadium audiences. Seven colleges used telephone surveys among football fans in home localities on Saturdays when a home game was being played. Seven other colleges used a mail survey among alumni and students. Game-by-game attendance reports were solicited each week from the 269 NCAA members. Seasonal attendance data from 1947 to date was requested from a cross section of 250 high schools all over the country, in order to get some indication of TV effects on this type of football attendance.

The NORC report to NCAA showed the restricted telecasting program slowed up the alarming decline which most colleges faced under unrestricted TV competition.

NORC showed figures to illustrate the basis for this conclusion. Overall attendance during 1950 was substantially the same as overall attendance during the normal or base period of the 1947 and 1948 free-television season. Overall attendance during 1951 was down about 6% from both base period attendance and 1950 attendance. This overall drop was due to the decline in student enrollment of over 10% and the general sports attendance falloff.

Different Opinions

Interviewed by BROADCASTING • TELECASTING, Messrs. Hamilton and Furey differed in their opinions of TV's future in college football. Mr. Furey contended subscription television will provide the final answer in five or 10 years.

On the other hand Mr. Hamilton

(Continued on page 68)

'52 SET LINE

Market Soft at Chicago Unveiling

CHICAGO'S Winter Furniture Shows, conducted last week at the Furniture and Merchandise Marts, drew national radio and television dealers who were interested in buying, but only the necessary minimum. This was reported by several dealer-observers, who said the show attracted buyers who wanted to see the new radio-TV models and to replace stocks which dwindled during the end of 1951.

Buyers saw the wide margin between inventories and the public demand dwindling, so that now most dealers need to re-order. Buying, however, was reported to be much lighter generally than in January of last year, but heavier than last summer, when radio-TV distributors' shelves were glutted.

Dealers said the trend continues to down-grade suggested retail prices on TV sets by about 15% to 20%, with the larger figure predominant in TV-saturated areas. Prices hold more firm in the fringe areas, where the dealers say the biggest market lies in 1952 even if the freeze does not go off.

This year's production has been estimated by the Radio-Television Mfrs. Assn. at between 4 and 5 million TV sets and 11 million radios, contrasting with the high 1950 production of 7½ million TV sets and 14½ million radios.

Manufacturers introduced new models and exhibited their entire radio-TV lines at both marts and in hotels throughout the city. Hallicrafters Co., Chicago, brought out a new "150-mile" line of TV sets, with which it offers a written, 30-day guarantee that the customer's entire purchase price will be refunded if he does not receive a satisfying picture from a transmission point 150 miles away.

New Guarantee

President William J. Halligan, who is also president of the Armed Forces Communications Assn., said the new guarantee "will take a lot of wild claims off the market." The 150-mile line features a dynamic tuner in models ranging from 17 to 21 in. screens, except for one 14 in. model.

Richard A. Graver, vice president in charge of electronics for Admiral Corp., Chicago, announced incorporation of an AM radio, "full-tone control" and a record player outlet on nine of the company's new TV models. Mr. Graver said the new sets will be listed at prices no higher than "most" other nationally advertised sets with TV alone.

Extras are housed in a cabinet the same size as a TV-only model. The full Admiral TV line includes 12 new models and 22 which were introduced late in 1951. The 17 in. picture tube, Mr. Graver said, will continue to be the most popular picture size in 1952, although he sees an increased sale of 20 and 21 in. sets also.

Admiral will produce 27 in. sets with a rectangular metal tube as soon as suppliers can furnish enough tubes, Mr. Graver also commented.

Among other sets announced last week were these:

Six new TV receiver models were added to the RCA line, with initial shipment to begin shortly. These

(Continued on page 68)

'BLACKLISTING'

Loeb Dismissal Draws Fire

THREATENED lawsuits against *Red Channels* and the *New York Post*, and hearings by representatives of Actors Equity and Television Authority, were late week results in dismissal of character actor Philip Loeb from the role of Papa in *The Goldbergs*, announced just as the series was readied for a sponsored return to television Feb. 4.

Mr. Loeb, through New York attorney Arthur Garfield Hays, instituted proceedings Friday "for a substantial amount" against publishers of *Red Channels*, anti-communist publication he holds responsible for his alleged blacklisting along advertisers' row. Another attorney for Mr. Loeb also ordered papers served Friday in a $250,000 suit against the New York paper for an editorial it published referring to him.

The character actor also planned to appear Friday night before a TVA committee named to investigate his case in conformance with a resolution, adopted during the TVA December Convention. Resolution condemned blacklisting of TV employes in any way unless the accused had been proved a member of subversive group and urged that fair hearings be held to consider such charges. National Executive Secretary George Heller had announced TVA's proposed investigation Tuesday, and a committee of five TVA members and five alternates was named to interview the actor and suggest appropriate action to the TVA board. Committee members are Clayton Collier, Frances Reid, Ray Cook, Leopold Sachse, and Phil Foster with Sidney Blackmer, Betty Jane Keating, Alan Bunce, Lanny Ross, and Jerry Wayne named as alternates.

Had Appeared At Meeting

Mr. Loeb had appeared Tuesday afternoon before a regular meeting of Actors Equity Council, which afterwards released the following statement: "After hearing Mr. Loeb, this council requests TVA to take immediate and suitable action to secure for Mr. Loeb his rights as a TVA member, as pledged in the blacklisting resolution . . . Actors Equity offers its cooperation and assistance." Equity passed the matter to TVA, it was pointed out, since the problem pertained to employment in television rather than in legitimate theatre.

American Civil Liberties Union also protested the Loeb dismissal in letters to TVA and Equity, signed by Patrick Murphy, ACLU executive director, and Elmer Rice, chairman of National Council of Freedom for Democracy, who recently resigned from Playwrights TV Theatre on grounds that actors he wanted to hire had been blacklisted. The ACLU protest characterized action against Mr. Loeb as "one more instance of the growing trend toward making political opinion rather than competent performance the criterion for employment in the radio and television field."

In seeking a hearing, Mr. Loeb said, "I have never been and am not now a member of the Communist Party. I am not and have not been in sympathy with communism and I've never been under communist discipline. I oppose communism in all its forms and I am heartily in sympathy with American principles." He said he has been on record to that effect for 10 years.

The trouble began Sept. 16, 1950, he said shortly after General Foods, then sponsor of *The Goldbergs* on CBS-TV, dismissed Jean Muir from a TV role in another of its programs. The sponsor told Mrs. Berg, lead actress, author, and owner of *The Goldbergs*, to take Mr. Loeb out of the cast within two days or it would drop the show, the actor said. Mrs. Berg at that time offered him $85,000 for the remainder of his five-year contract, Mr. Loeb reported, but he said he refused.

General Foods was reported at that time to have changed its policy, however, and retained both Mr. Loeb and the TV show until last June, when "for business reasons" the show was dropped. In August, *The Goldbergs* was acquired for NBC-TV in an "exclusive, long-term contract" but starting date was never announced. Failure of show to appear was generally attributed to sponsor reluctance.

At week's end, Mrs. Berg was not available to say why she decided to drop the actor and resume the show, scheduled for 15-minute version at 7:15 p.m. EST Mondays, Wednesdays, and Fridays. Monday segment will be sponsored by American Vitamin Corp., Newark, with NBC reportedly negotiating with a food company for the two other sections. No replacement for Mr. Loeb was announced.

Through Ted Ashley Associates, the agent who, Mr. Loeb said, had made the $85,000 offer, Mrs. Berg said an attempt to buy the actor's contract was "absolutely never" made and that the contract has now expired. Mr. Loeb said he has two and a half years remaining in his agreement with Mrs. Berg and that he intends to hold her to the pact.

NEW STATIONS

To Cost $700 Million, Fellows Tells FCBA

OVER $700 million will be invested in construction of new TV station facilities alone in the next few years, NARTB President Harold E. Fellows predicted Friday at a luncheon address before the Federal Communications Bar Assn.

Mr. Fellows estimated that the end of FCC's television freeze may bring construction of 1,800 stations in this period. His estimate of total costs was projected from NARTB figures covering general construction expense in building UHF and VHF stations [B•T, Dec. 17, 1951]. The figures were based on present costs.

In addressing the FCBA's luncheon session Mr. Fellows attacked the Benton legislation for creation of a program censorship board of citizens. Hearings will be reopened by a Senate Interstate & Foreign Commerce subcommittee within the next two or three weeks, he said. The subcommittee will take more evidence from proponents of the bill and then hear NARTB and other opponents. He reminded that Chairman Edwin C. Johnson (D-Col.), of the full committee, is opposed to the Benton legislation along with a majority of the FCC.

FCBA stands "in the first line of defense between the broadcasters and intolerable government regulation and interference," Mr. Fellows said, urging the association to "join with us in our opposition to the Benton bills."

Radio, described by Mr. Fellows as a "30-year veteran of the airwaves," has demonstrated its staying power and is still "the greatest mass medium of our era," he said, comparing TV's present problem with those that faced radio through the decades.

Much of the NARTB's TV Code is based on the Canons of Professional Ethics of the American Bar Assn., he said, voicing surprise that many attorneys had anonomyously described specific objections to the tentative code endorsed at Chicago last October by NARTB TV member stations [B•T, Nov. 5, 1951].

He invited FCBA members to suggest amendments for consideration by the upcoming NARTB Television Review Board, charging they were "trying the case in the public press."

Fellows' 'IF-CC'

PROPOSED citizen's program advisory group of Sen. William Benton (D-Conn.) would set up an "IF-CC," NARTB President Harold Fellows suggested Friday in addressing the Federal Communications Bar Assn. The group would operate "in an area sandwiched between the FCC and Congress," he said, performing duties he claims the FCC lacks personnel to perform and which the law states it has no right to do—program censorship. Mr. Fellows paid tribute to the late Louis G. Caldwell for his fight against efforts to impose censorship.

SALE OF two boxcars of Creme-O-Coco glasses after four TV plugs—that's the record of Nils Thor Granlund who made the announcements on his *Hollywood Road to Fame* over KNXT (TV) Los Angeles. Happily unloading the second boxcar are (l to r) Donald Breyer, vice president, Factor-Breyer Inc.; Leo Kanner, sales manager, Globe Bottling Co., and Mr. Granlund.

FCBA ELECTION

Scharfeld Is Named

ARTHUR W. SCHARFELD was elected 1952 president of the Federal Communications Bar Assn. last week. He succeeds William A. Porter (Bingham, Collins, Porter & Kistler), who was elected the FCBA's delegate to the American Bar Assn.

Mr. Scharfeld

Elected first vice president was Fred W. Albertson (Dow, Lohnes & Albertson); second vice president, Vincent B. Welch (Welch, Mott & Morgan); secretary, John C. Spearman (Spearman & Roberson); treasurer, Charles F. Duvall (Fisher, Wayland, Duvall & Southmayd).

New members of the FCBA executive committee are George O. Sutton and Leonard H. Marks (Cohn & Marks). They were elected for three-year-terms, succeeding Omar L. Crook (of Wheat, May & Shannon) and Ralph L. Walker (both Pierson & Ball). To fill the remaining year of John T. Quisenberry's term, the FCBA elected Clyde E. Bailey. Mr. Quisenberry had resigned upon leaving Washington. Remaining on the executive committee are Corwin R. Lockwood Jr. (Hogan & Hartson), Vernon L. Wilkinson (Haley, McKenna & Wilkinson) and Joseph F. Zias (Loucks, Zias, Young & Jansky).

New FCBA president was graduated from Harvard Law School in 1928, served with Federal Radio Commission 1929-30 and joined late Louis G. Caldwell in radio practice in Washington 1930-35, during which time he was the associate editor of the *Journal of Radio Law*, published by Northwestern U. In 1935, he and Philip G. Loucks formed the firm of Loucks & Scharfeld and in 1948 Mr. Scharfeld opened his own law office. During World War II, Mr. Scharfeld served as a major in the Army.

NAEB SURVEY

Monitors N. Y. TV Shows

SECOND round-the-clock survey of New York television programs was conducted by National Assn. of Educational Broadcasters last week when 25 monitors watched every program on the city's seven channels during the seven-day period ending Thursday night.

"We are approaching this study as social scientists," Dallas W. Smythe, professor in the U. of Illinois Communications Research Institute, who is directing the study, said Thursday. The monitors, all graduate students of psychology or sociology at Columbia U. or New York U., were instructed to time each program element, classify the show as to type, and write an objective description of program content. Editorial opinions were forbidden.

This year, special attention was centered on programs given top ratings by audience survey groups and by television critics, and closer analysis was made of all programs. In a variety show, for example, the function of the m.c. was listed as well as details like the time when he introduced the first act and the name, length and description of that act, Mr. Smythe said.

"We also plan to do a scientific job on studying kinds of violence shown on television programs," he added, asserting that his monitors would not be just counting murders.

Cost of the survey is estimated to be about $7,500, to be financed by a grant from the Fund for Adult Education, established by the Ford Foundation. Preliminary results will be issued Jan. 23 with a full report scheduled for April, and information is intended to serve the television industry, Congress, FCC, listener groups and groups interested in video and its development, such as schools and colleges.

This is the third city survey of video programming conducted by NAEB. First study was conducted in New York during the same calendar year a year ago, and second survey was made in Los Angeles last May.

Monitors worked from opening to closing of broadcast days, taking a half-hour break between two-hour viewing sessions to write their reports. Usually watching until after midnight, one group was kept at their sets in the basement of the Biblical Seminary in New York until 3 a.m. by CBS-TV's "late show."

TALMADGE VIEWS

Not Warmly Received

NETWORK television officials remained seemingly unmoved last week in the face of threats from Herman Talmadge, Governor of Georgia, to promote a mass boycott throughout the South of television sponsors who disregard southern traditions for segregation by casting whites and Negroes in their video shows.

CBS Television Vice President J. L. Van Volkenburg cold-shouldered the Governor with a simple statement: "We will continue to select our performers solely on the basis of their talent."

Identifying the American public as video's "severest and most competent critic," Alexander Stronach Jr., vice president of programming for ABC-TV, observed that Gov. Talmadge's attitude "does not take into account the majority opinion of the nation's TV audience."

The Governor stated his point of view as an editorial in his newspaper, *The Statesman*, and objected to Negro dancers appearing with "scantily clad white females," Negroes and whites conversing "on a purely equal social level" and Negro and white children dancing together. He approved appearance of Negro groups, however, so long as they are not joined by white entertainers on the same program.

Suggesting that good taste alone should call a halt to such practices, he wrote, "if the television executives and producers do not have this good taste, then the great millions of people in the southern states can turn their own resentment, individually, toward the products which sponsor such shows."

Roach Jr. Charged

CHARGE that he hired a writer to do script for a TV film which was released by R. & L. Productions theatrically, without additional payment to writer, will be aired tomorrow night (Jan. 15) when Hal Roach Jr., vice president in charge of production, Hal Roach Studios, appears before Screen Writers Guild grievance committee in Hollywood. First action of this type by SWG involving a TV producer, it may set pattern for further actions of this sort, it was said. Grievance committee includes Morgan Cox, F. Hugh Herbert and Valentine Davies. Writer's name was not revealed for fear of future reprisals by TV film producers.

UNIONS

WTAR-AM-TV Files Test Case On Jurisdiction Problem

TEST CASE designed to avoid countless jurisdictional disputes among program department employes of TV and AM-TV stations is pending before National Labor Relations Board in a petition filed by WTAR-AM-TV Norfolk, Va.

Oral argument in the case was requested last week in a brief filed on behalf of WTAR by its attorneys, Eliot C. Lovett and Joseph C. Wells. Involved in the case is AFRA, which proposed to represent only about half the station program employes. Hearing in the case was held at Norfolk Nov. 19, following filing of briefs.

WTAR's petition contends that AFRA would carve out of 49 employes a bargaining unit consisting only of employes who speak, act or sing over the air and to bargain for such employes only to the extent they perform these specific functions.

According to WTAR, the question is vitally important to a large number of small but important combination radio and TV stations as well as TV-only operations which originate only a small percentage of the programs they telecast. Decision in the case, the station notes, will establish a pattern for collective bargaining around the country and affect new TV stations to be granted when FCC lifts its freeze.

The Norfolk station contends the bargaining unit should include non-supervisory employes in the program department who, working as an integrated team, produce the shows carried over the radio and TV transmitters. The 49 employes involved each work in many types of functions.

Rigid departmentalization would require "a hodgepodge of collective bargaining units separating two or three employes" in a department from those in another department, it is contended, leading to countless jurisdictional disputes. The station argues AFRA claims to represent only 12 of the 49 persons involved in "an appropriate bargaining unit."

HYLAN NAMED

To New CBS-TV Post

WILLIAM H. HYLAN, CBS-TV assistant sales manager in charge of color television sales before colorcasting was suspended, last week was named eastern sales manager for the network. He had been an assistant sales manager since July 1951, returning to black-and-white sales when color TV was halted last fall.

Mr. Hylan

Mr. Hylan has been with CBS since his graduation from Yale in 1937, when he was a member of the original apprentice group of college graduates selected for a six-month rotating course of training in various divisions of the network. He served in CBS Radio Sales until he joined the Army in July 1941 and upon his return in November 1945 he was named assistant to the director of station administration. He moved into CBS-TV sales as an account executive three years later.

His appointment as eastern sales manager was announced by Fred M. Thrower, CBS-TV vice president in charge of network sales.

AFM-FILM TALKS

Slated for Miami Jan. 15

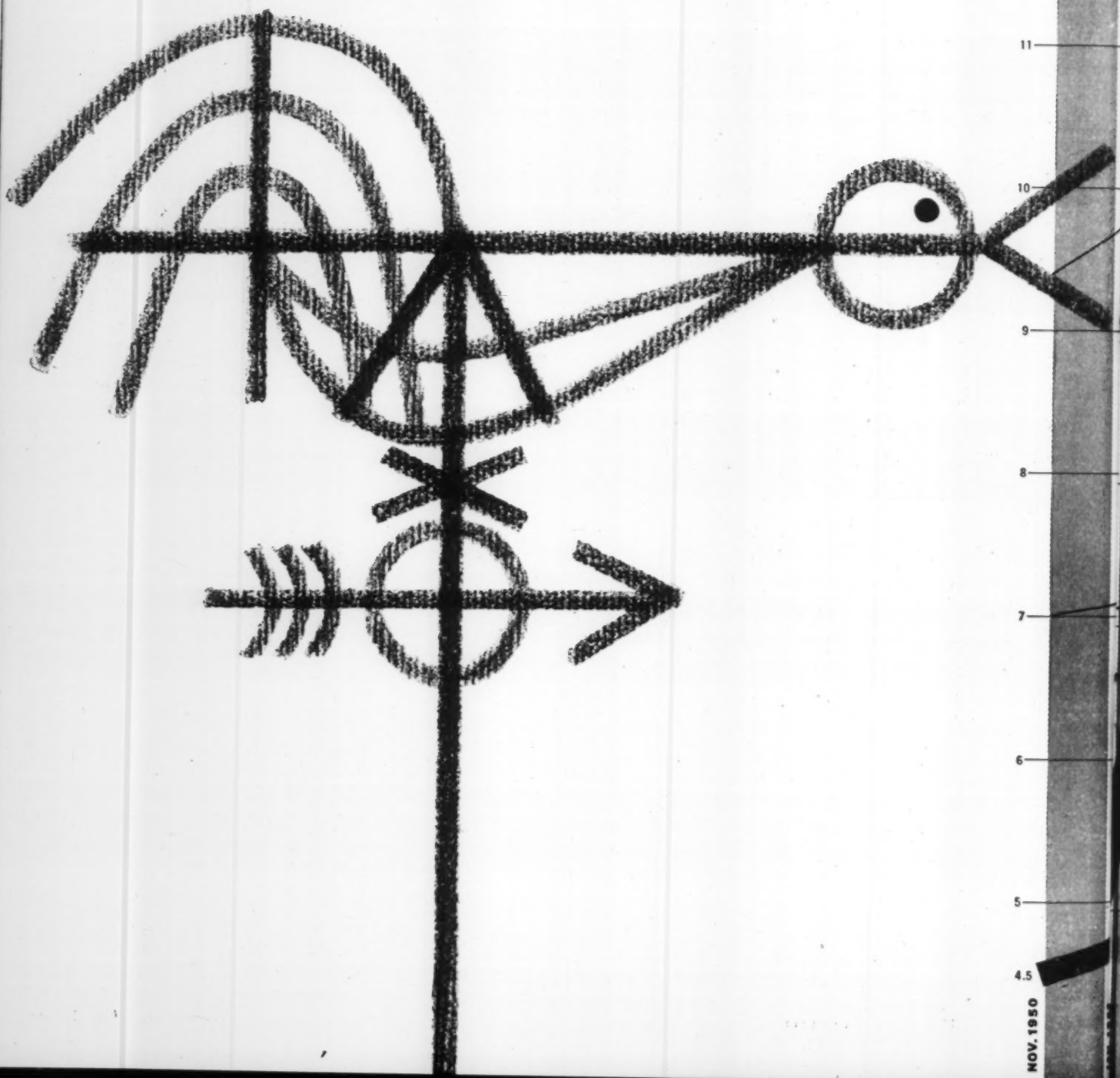
REPRESENTATIVES of the American Federation of Musicians (AFL) and West Coast film studios plan to discuss a new contract at meetings in Miami, Fla., starting tomorrow (Tuesday), expiration day for present agreements.

AFM spokesman could not estimate length of the discussions, but said union officials hoped that they would conclude "fairly soon" although longer negotiations are possible since TV use of films, in which AFM musicians have worked, is to be considered. Prior contract expired Sept. 15, but had been extended to Jan. 15.

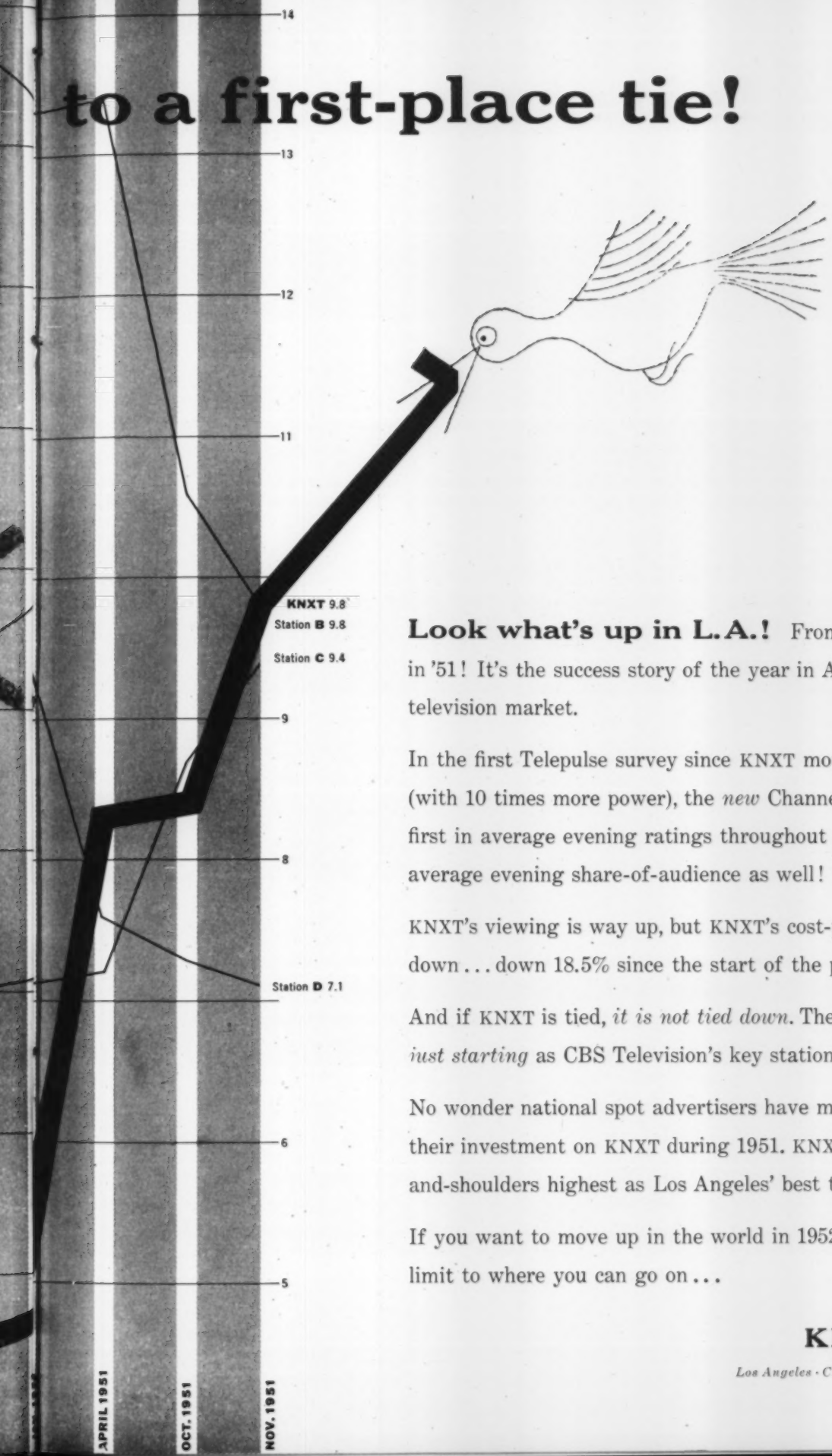
EXTERIOR view of WOR-TV New York's new Television Square which was formally opened Wednesday. The structure, at 67th St. and Columbus Ave., was erected and equipped at a cost of $3 million [B•T, Jan. 7]. It houses in 48,000 sq. ft. the WOR-TV production facilities. Opening program last Wednesday took televiewers on tour. Architect was Abbott Merkt & Co.; general contractor, Robert Glenn Inc., both New York.

...already KNXT has climbed

Nov. 1950: KTSL (KNXT) was CBS Television competitor.
Jan. 1951: CBS Television assumed control of KTSL.
April 1951: CBS Television shows moved to KTSL.
Oct. 1951: KTSL became KNXT . . . moved to Mt. Wilson.
Nov. 1951: Telepulse reported on the new Channel 2.
Data on request.



to a first-place tie!



Look what's up in L.A.! From fifth to first in '51! It's the success story of the year in America's second television market.

In the first Telepulse survey since KNXT moved to Mt. Wilson (with 10 times more power), the *new* Channel 2 is tied for first in average evening ratings throughout the week! And in average evening share-of-audience as well!

KNXT's viewing is way up, but KNXT's cost-per-thousand is down . . . down 18.5% since the start of the past year!

And if KNXT is tied, *it is not tied down.* The new Channel 2 is *just starting* as CBS Television's key station on the Coast!

No wonder national spot advertisers have more than *tripled* their investment on KNXT during 1951. KNXT is head-and-shoulders highest as Los Angeles' best television buy.

If you want to move up in the world in 1952, there's no limit to where you can go on . . .

KNXT *the new channel 2*

Los Angeles · CBS Owned · Represented by
CBS Television Spot Sales

In Vincennes, Indiana:

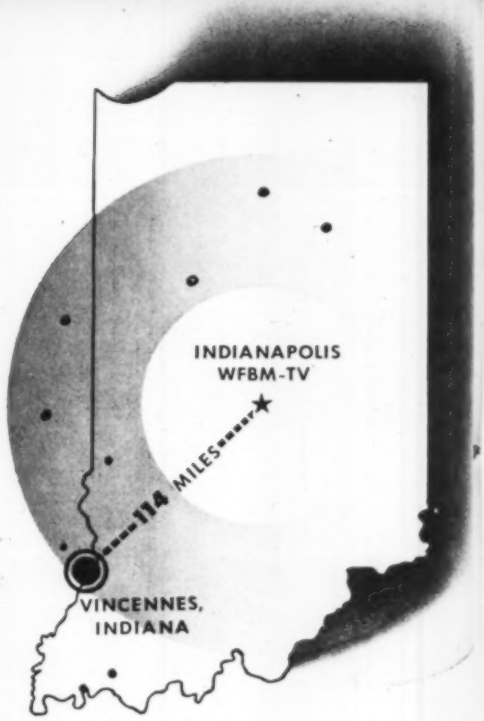
"We rely on WFBM-TV"

Says **CHARLES C. ANDERSON**
Nash Automobile Dealer
1201 Busseron Street
Vincennes, Indiana

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"Vincennes is a WFBM-TV town"

Says **JACK ARTHUR**
FIRESTONE STORE
229 Main Street
Vincennes, Indiana



● Historic Vincennes, Indiana, is a progressive, modern community today—as avidly interested in television as everybody else. And in Vincennes and Vanderburg County, Indiana, WFBM-TV of Indianapolis—well over 100 miles away—is the favorite station.

All of which is just another way of saying you get a whale of a buy on WFBM-TV. It's a far better than average buy ~~just for the~~ ~~192,500~~ TV sets installed in its 60-mile radius . . . and when you add the BONUS THOUSANDS *outside* that radius, you'll agree it's one of the best "deals" in the country.

How about the advertisers *you* represent? Check the money-loaded Hoosier market. Indiana ranks in the ~~first ten states~~, both agriculturally and industrially. That means high employment, AND high incomes. That's why WFBM-TV advertisers sell and SELL!

*Source: BROADCASTING-TELECASTING, January 14, 1952

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

* Hooper Ratings, February through April, 1951.

First in Indiana

WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

COLOR TV GRANT

WHAM-TV Testing NTSC

GRANT of FCC authority to broadcast color TV under the National Television System Committee standards last week makes Stromberg Carlson's WHAM-TV Rochester the tenth station cooperating in the NTSC tests which are due to run to March [B•T, Dec. 3, 1951].

WHAM-TV authorization was, as in the case of the others, for telecasts outside the regular broadcast day. STA was for 60 days from Jan. 9.

Other stations with FCC authority to transmit NTSC color TV are NBC's WNBT New York (KE2XJV) and WNBW Washington (KG2XDE), Philco's WPTZ Philadelphia (KG2XDT), Crosley's WLWT Cincinnati (KQ2XBO), DuMont's WABD New York (KE2-XDR) General Electric's KE2XHX Syracuse, RCA's KC2XAK and and KC2XCY Bridgeport, Conn., and Zenith's KS2XBR and KS2XBS Chicago. Other manufacturers who are also testing NTSC color, with FCC authority unnecessary, are Sylvania, and Hazeltine.

RCA announced two weeks ago that its NTSC color test would be continued on a regular scheduled basis through January. Signals emanate from WNBT New York and are picked up and rebroadcast from its Bridgeport UHF experimental stations [B•T, Jan. 7].

TEX. UHF BIDS

Oilmen Re-Apply to FCC

THREE Texas millionaire-oil men, in a partnership, filed applications with the FCC last week for two new UHF TV stations.

The trio, R. L. Wheelock, W. L. Pickins and H. H. Coffield, filed for UHF Ch. 23 in Dallas and Houston. They already have applications filed for New Orleans and Corpus Christi, and at one time owned KTLX (TV) (now KPHO-TV) Phoenix and KEYL (TV) San Antonio.

Last week marked the second time within four months that the group filed for TV outlets in Dallas and Houston. Last September they filed applications for the two cities, plus a UHF application for San Antonio [B•T, Sept. 10, 1951]. Shortly after filing the applications, however, they withdrew them, presumably because of a stipulation in the sales contract of KEYL (TV) which they had sold to the Fort Industry Co. The San Antonio station was sold for $1,050,000 in July [B•T, Aug. 6, July 23, 1951]. KTLX was sold several years ago to KPHO interests.

In Dallas, they seek visual ERP of 180 kw and in Houston an ERP of 182.5 kw visual. They estimate their Dallas station will cost $352,-500 and the Houston station $382,-500. They expect expenses at each station, for the first year to be $140,000 and revenues at each outlet to be $300,000.

Ginka demonstrates slenderizing exercises with the help of her children, Robin (l) and Tamar.

★ ★ ★

WTMJ-TV'S 'FIGURE FUN'

Slenderizes Women Viewers, Fattens Sales

A WTMJ-TV Milwaukee program, *Figure Fun*, is taking weight off women televiewers and adding weight to the sponsors' sales receipts.

The show is telecast at 9:15 a.m. Monday through Friday. It features a dancer turned housewife. Her name is Ginka and she's never at a loss for program ideas.

Dancing and expression have been a part of her life since she was a 'teen-ager. Her main idea, as she puts it, is not just to help housewives fight "the battle of the bulge." Ginka also wants other persons to tingle with health as she does.

Krambo Food Stores, a supermarket chain, sponsors the show three days a week and Friedman's (men's clothing store) bought the remaining two days.

It's a little unusual that a men's clothing store would sponsor a program aimed at housewives but Friedman's slogan is: "The Store for Men Most Women Prefer."

On the program, Ginka demonstrates slenderizing exercises and has a special day with exercises for women past 40. She also shows easier ways of doing house work. Naturally, mail from televiewers reflect enthusiasm for the program. Occasionally, Ginka is joined on the program by her children, Tamar, 3, and Robin, 5. This shows mothers how to lose weight while playing with their children.

Idea for her program really came from Ginka's sister. Not satisfied at simply being a housewife herself, Ginka was anxious to return to her dancing.

"When my sister suggested the program, I saw the possibilities," Ginka relates. "But I didn't succeed in selling it. Instead, I found myself invited to dance on television in *Doin' the Town*.

"But the idea of *Figure Fun* was still with me," Ginka said. "This fall when the Stone & O'Halloran advertising agency approached me on doing a commercial show on TV, I decided to mention my *Figure Fun* idea again. The agency was sold and with it two sponsors."

Except when her children appear on the program, Ginka's only assistants are Art Whitfield, who does the commercials and occasionally joins in the fun, and Bob Hert, who provides musical accompaniment.

R. G. Winnie, station manager, points out that Sid Stone, of Stone & O'Halloran, agency for both sponsors, often does cartoons for the show.

TECHNICAL BOOK

Fink Issues Revision

TELEVISION ENGINEERING by Donald G. Fink; McGraw-Hill Book Co., 330 W. 42d St., New York 18; 721 pp. $8.50.

THIS latest book by Mr. Fink is a complete revision of his *Principles of Television Engineering* published 12 years ago. So much progress has been made in technical development that apparatus described in the first edition is now obsolete.

Television Engineering is designed to enable the technical worker to bridge the gap from familiarity with radio engineering to familiarity with video engineering. Knowledge of the elementary principles of vacuum-tube circuits and the processes of amplification, modulation, carrier transmission and demodulation is assumed.

The whole television process, from studio to receiver, is discussed in advanced terminology. Readers who have a sound technical background will find Mr. Fink's treatment lucid but this is definitely not a beginner's book.

PEERLESS CHANGES

Sol Lesser Withdraws

PRESSURE of his motion picture production activities is given as reason for Sol Lesser withdrawing from Peerless Television which he recently organized with Edward Small to produce and distribute TV films and lease motion pictures to television.

Although no formal announcement was made, spokesman for Mr. Lesser said he was also withdrawing more than 20 feature motion pictures which were to be leased to television through Peerless. It was by "mutual agreement with Mr. Small" was explanation.

It is understood, however, that Mr. Lesser has definite television plans that will include forming of his own production and releasing firm. He was to have revealed those plans this past weekend, if out of the "talking stage."

Peerless, headquartered in New York, with George Shupert as vice-president, will continue to distribute the Edward Small feature films to television, it was said.

Although not confirmed, it is understood some 40 religious motion pictures produced by Cathedral Films and purchased by Irwin Lesser of Producers Representatives Inc., for release to television through Peerless, have also been withdrawn from that company.

MONOGRAM SUED

Century Asks $250,000

MONOGRAM Pictures and three officials of that company were named in a $250,000 damage suit filed in Los Angeles Superior Court last week by Century Television Productions. In the complaint, Century claims that it signed Wild Bill Elliott, cowboy actor, for TV film series in June 1950 and in an effort to get financial backing four months later showed a pilot film to Monogram executives.

The Monogram executives were identified as W. Ray Johnston, board chairman; Steve Broidy, president, and Scott R. Dunlap, at that time executive assistant to the president. No financial assistance was obtained, the complaint charged, but Monogram, knowing Mr. Elliott's previous commitment, "enticed" him to sign an exclusive contract with the movie company on Jan. 9, 1951, thus preventing him from completing his Century series.

Century Television also named Wild Bill Elliott as defendent in a separate suit, asking $125,000 damages for his alleged breach of contract.

Exclusive five year agreement signed with Monogram Pictures placed Mr. Elliott in a position beyond his power to perform contact with Century, according to the complaint. Charge also was made that Mr. Elliott "in spite of the demands" refused to make himself available for television firms and further breached his contract by signing with Monogram.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
148,892
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Spot Ad Summary Issued by Katz

(Report 198)

TELEVISION Spot Advertising Summary No. 9 was issued last week by The Katz Agency, station representative firm, showing the one-time film rates, daytime and nighttime, of all TV stations as of Dec. 1, 1951.

Total cost for all 63 markets, based on the highest-cost station in each market, ranges from $7,487.25 for one nighttime minute to $40,240 for a nighttime hour. Daytime, the range is from $3,814.05 for one minute to $21,825.50 for one hour. Average cost per market is placed at $118.85 for a nighttime minute, $638.73 for a nighttime hour; $60.54 for a daytime minute, $346.44 for a daytime hour.

Total cost for all 109 stations amounts to $16,042 for a nighttime minute; $84,430 for a nighttime hour; $7,552.80 for a daytime minute, $42,533 for a daytime hour.

The summary also provides breakdowns on rates for five, fifteen, and 30 minutes; gives separate subtotals for the first ten, twenty, thirty, forty, and fifty markets (arranged according to number of sets), and lists set circulation by markets.

* * *

Skelton Close to Berle In Videodex Report

MILTON BERLE and *Texaco Star Theatre* was the most popular video show again for Dec. 1 to 7, according to the latest Videodex report issued by Jay & Graham Research, Chicago. He ranked first in the number as well as percentage of television homes. Details of the network top ten follow:

	% of TV Homes
1. Texaco Star Theatre (NBC) (61 cities)	48.9
2. Red Skelton (CBS) (51)	44.6
3. Talent Scouts (CBS) (24)	42.4
4. I Love Lucy (CBS) (48)	39.4
5. Comedy Hour (NBC) (Bob Hope) (56)	37.4
6. Your Show of Shows (NBC) (58)	36.3
7. Philco Playhouse (NBC) (50)	35.6
8. Godfrey and Friends (CBS) (47)	35.6
9. You Bet Your Life (NBC) (57)	34.9
10. Fireside Theatre (NBC) (54)	33.1

* * *

Telemension Device Aids Film Scenes

TECHNIQUE for reducing basic costs of TV film programs and commercials was reported last week by Telemension, New York, which said it has perfected a way to supply scenery around live actions of performers from within shooting equipment.

As many as 16 changes of scenery can be contained on one foot of specially processed film, it was reported, with resulting sets having characteristics of solid construction. Through Telemension equipment, scenery is provided in foreground or background areas around performers, although that equipment operates in front of the staging area in the manner of standard motion picture cameras.

Original artwork of scenic designers reportedly is converted into an emulsion form for use by Telemension within 48 hours, as contrasted to days of planning and construction time required for actual sets. Since the filming technique is said to be instantaneous during live action, prints can be available within two hours after films are shot.

Telemension service is being made available to TV stations and regional sponsors for use in local presentations, as well as to commercial packagers. Where a single sound track is used, it was pointed out, basic items of production cost are limited to raw film stock and talent.

* * *

New KSTP-TV Rates Listed By Station

KSTP-TV Minneapolis-St. Paul last week re-issued Rate Card No. 8, which became effective Jan. 1, 1952. Class A rates currently effective are one hour, $900; half hour, $540; minute or 20 second spot announcement, $180; station break, $90. Class B, one hour, $675; half hour, $405; minute or 20-second spot an-

(Continued on page 75)

Weekly Television Summary—January 14, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	350,304
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	832,670
Buffalo	WBEN-TV	241,005
Charlotte	WBTV	117,113
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,056,949
Cincinnati	WCPO-TV, WKRC-TV, WLWT	322,000
Cleveland	WEWS, WNBK, WXEL	547,790
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892
Davenport	WOC-TV	80,484
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	80,379
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	97,605
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	72,649
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	126,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	170,457
Lancaster	WGAL-TV	130,804
Lansing	WJIM-TV	70,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	117,983
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	115,083
Miami	WTVJ	100,400
Milwaukee	WTMJ-TV	294,446
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Nashville	WSM-TV	54,784
New Haven	WNHC-TV	212,000
New Orleans	WDSU-TV	72,643
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	97,606
Norfolk	WTAR-TV	108,278
Oklahoma City	WKY-TV	112,362
Omaha	KMTV, WOW-TV	970,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	342,300
Pittsburgh	WDTV	191,000
Providence	WJAR-TV	95,071
Richmond	WTVR	101,153
Rochester	WHAM-TV	80,484
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	70,200
San Antonio	KEYL, WOAI-TV	64,180
San Diego	KFMB-TV	119,500
San Francisco	KGO-TV, KPIX, KRON-TV	298,000
Schenectady-Albany-Troy	WRGB	187,200
Seattle	KING-TV	116,500
St. Louis	KSD-TV	363,000
Syracuse	WHEN, WSYR-TV	152,793
Toledo	WSPD-TV	127,000
Tulsa	KOTV	98,375
Utica-Rome	WKTV	64,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	324,375
Wilmington	WDEL-TV	87,376

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in use 15,119,000**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

SELLOUT FOR A BOWL IN A CHINA SHOP-

Star of WHIO-TV's Virginia Patterson Show

Patterson Plugs Proven on WHIO-TV!

Virginia Patterson takes turns selling the products of *all* participating sponsors during her hour-long, 5-mornings-a-week television show. Came a local china shop's turn not long ago with a special one-time TV offer (a bowl). One good Patterson commercial on the bowl sold 3000—and got orders for another 3000 that the shop couldn't fill. A not-too-significant example—but it gives you an idea of what happens when she turns her talents to foods, appliances, clothing, cosmetics and other products for other sponsors.

Virginia aims her show straight at the big WHIO-TV housewife audience she's known for 2 years—entertains them with songs, piano music, guest stars, product demonstrations, household hints and public service features. Virginia does the vocals, and she's got the background for it. She studied music at the Cincinnati Conservatory and voice at Chicago Musical College. She also played in musical comedy, worked with traveling stock companies, appeared in movies, sang as guest soloist with orchestras, pioneered on TV in 1932 experiments and worked in early radio. Her personality has her audience right where you want them—in front of their sets at 10:30 a. m. every day. Want to reach them with participating spots while they're sitting there in a buying mood? George P. Hollingbery Company representatives can fix it for you.

Dayton's Mayor Louis W. Lohrey guests with Virginia Patterson

Pulse for November shows 7 out of top 10 weekly shows were aired via WHIO-TV

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

Control 'Worked'

(Continued from page 59)

said subscription TV is only one of many solutions. Telecasting of games with lesser interest for areas having local games the same day would tend to lessen competition on local scenes, he said.

Sharply disagreeing with the NCAA committee's position was Edward Krause, Notre Dame athletic director. He told BROADCASTING • TELECASTING:

"We favor unrestricted television because TV can help the overall college program. TV programming before and after games would bring the viewer into the Notre Dame classrooms. TV will not hurt smaller schools. I coached a small school and we merely changed the days of our own games if faced by competition from another school.

Plan Violates Law

"Our lawyers say this plan violates the anti-trust law. Furthermore, each school should be able to select its own sponsors without NCAA interference. We don't know if TV hurts gate receipts or college football.

"Since we have tried a program of restricted TV during 1951 it is only right to try a plan of unlimited control during 1952 to give this unrestricted TV idea a chance."

Tom McMahon, Atlantic Refining Co. official, cautioned NCAA members from rushing away from regional sponsors and said that national advertisers cannot give the same personal attention.

At the Thursday roundtable discussion Francis Murray, U. of Pennsylvania athletic director, opposed the TV Committee's proposal. After declaring it illegal in view of the government's case against National Football League (see story this page), he said it is poor public relations and commercializes colleges from a business tax standpoint.

Penn and N. W. Ayer, in a survey, found the decline in football attendance was due not to TV but other factors, he reminded, and urged colleges not to create any barriers to utilizing educational advantages of television.

Dean Charles P. Nutting, U. of Pittsburgh Law School, said he did not consider the NCAA plan illegal. Prof. Ralph Alger, Michigan Law School, added he did not feel NCAA was running any great risk in its TV program.

KTLA (TV) Signs Two

A NATIONAL and a regional food firm are jointly sponsoring KTLA (TV) Los Angeles' hour weekly *Lawrence Welk's Champagne Music*. Van Camp Sea Food Co. (Chicken of the Sea Tuna Fish), Terminal Island, Calif., and Laura Scudder Food Products, Monterey Park, Calif., have signed 26-week contracts. Agency for Van Camp is Brisacher, Wheeler & Staff; agency for Laura Scudder is Rockett-Lauritzen, both Los Angeles.

FOOTBALL CASE

Federal Judge Grim To Hear Soon

LEGALITY of National Football League rules restricting telecasts of professional games will be argued within two months before Judge Allan K. Grim in federal court, Philadelphia. Judge Grim last Tuesday dismissed a request by the league to drop the antitrust suit filed by the Dept. of Justice [B•T, Oct. 15].

Judge Grim said he wanted the suit to come before his court as soon as possible because of its "tremendous" public importance. He gave the league 45 days to file a reply to government's case.

Final decision is expected to affect telecasting and broadcasting of all sports events, professional and amateur. The Tuesday dismissal will not affect television policies of National Collegiate Athletic Assn., according to Robert Hall, Yale U. athletic member and lawyer-member of NCAA's Television Committee.

"Our case and that of the professionals are entirely different and this action won't sway our thinking on the matter," Mr. Hall told Associated Press. "If the suit comes out in favor of the professional league then we will feel we are given a free hand on our program since they are far more restrictive than we. If the NFL is found wrong, then our case, which is different, will have to be tried on its own merits. We have not yet been told by the government we are in violation of any laws."

NCAA delegates met last week in Cincinnati to formulate a new TV policy after reviewing results of the 1951 restrictive formula (see story page 59).

Judge Is Fan

Judge Grim, who described himself as a football fan, denied the dismissal plea because he considered it "most necessary to ascertain the real facts." He urged the parties to hold a pre-trial conference to define the issues.

The Justice Dept. complaint charged NFL with violating the Sherman Anti-Trust Act by refusing to telecast Philadelphia-played games to the Philadelphia audience. Bernard I. Nordlinger, NFL counsel, said the league's position was similar to that of a manufacturer who limits distribution of his goods to certain dealers, or what he termed "a reasonable restraint of trade" within Supreme Court holdings.

He argued NFL members could reasonably restrict distribution of their product, whether by tickets or on the air. He noted that after games are played, no restrictions are imposed on telecasts or movies in the home area. Former U. S. Senator Francis J. Myers argued on behalf of the league that the government would go after boxing, tennis and college sports if it won the case. This might deprive the public of sports via television throughout a large area, if not the whole nation, he said.

JACK HARRIS PLAN

Suggests TV Sports Policy

COOPERATION of telecasters and colleges in place of the restrictive policy enforced by National Collegiate Athletic Assn. was urged last week by Jack Harris, vice president of the *Houston Post* and KPRC-TV Houston.

Mr. Harris was quoted by Clark Nealon, *Post* columnist, as urging that control of TV rights be returned by NCAA to individual colleges.

"A plan could be followed by which athletic directors, or business managers, and TV representatives could meet on Monday before a game in which televiewers would be interested and set up an agreement," Mr. Harris said. "In this agreement, the business manager, or athletic director, would make what he considered a fair estimate of the drawing power of the game.

"Then the TV station could devote its resources to helping the ticket sale for the game reach that figure. When that figure was reached in sale of tickets then permission would be granted for television. With such a plan I think we could help each other.

"It seems to me that small colleges the country over could do what they have already done in the Houston area and in Texas. By that I mean, schedule their games on Friday nights or Saturday nights so as not to conflict with the schedules of major colleges. Then, a TV fan could have his major football on television in a non-metropolitan area and still see smaller college games.

"Public announcement that the game, or games, will be televised need not come until the morning of the game in order not to conflict with the late sale of tickets.

Weintraub Jr. Named

WILLIAM H. WEINTRAUB Jr., who has supervised many of the major network television shows of William H. Weintraub & Co., New York, has been promoted to executive in charge of television production, Harry Trenner, vice president, announced last week. The entire radio and television department is under the supervision of Carlos Franco, general manager of AM-TV.

Galvin on CTC Agenda

ROBERT W. GALVIN, executive vice president of Motorola Inc., Chicago, will outline "Trends in the Television Industry as They Affect Advertisers" tomorrow (Tuesday). He will speak at the first luncheon meeting this year of the Chicago Television Council at a luncheon in the Sheraton Hotel.

CBS OPENS STUDIO

Converted Theatre Used

FIFTEENTH CBS television studio in New York was put into operation last week when the *Fred Waring Show*, *Mel Torme Show* and *Bert Parks Show* were moved to Studio 61, located at First Ave. and 76th St., site of a former motion picture theatre.

Converted theatre was equipped with such video equipment as a cyclorama, which encircles the stage on parallel tracks one and a half times, and the largest CBS-TV studio switchboard in use, wired to handle 750 kw and divided into four segments for use separately or in combination. A precision floor, with a variance of less than one-eighth of an inch, was constructed and two large rehearsal rooms and six dressing rooms—each painted a distinguishing color—were added. Special large-size door to accommodate automobile-sized props, a maintenance shop, and two air circulating systems also were installed.

'52 Set Line

(Continued from page 59)

included the Crafton 17-inch model and two 21-inch tube receivers. The Selfridge is the company's first table model at this tube size. All models are designed for ready adaption to UHF reception when available.

Philco Corp. announced a new model list, effective Jan. 4, comprising 19 new 17-inch and 20-inch receivers and a number of 21-inch tube receivers. The list is made up of table models, consoles and combination radio - TV - phonographs. The 21-inch picture tube offers 20% more viewing area than its 20-inch conventional tube.

New DuMont Line

New line of Allen B. DuMont Labs comprises six 21-inch consoles and five 17-inch sets, one a table model. New features include viewing tubes with cylindrical face to minimize reflections from room lights. DuMont also announces price reductions from 10% to 15% on its 1952 line.

Bendix Radio displayed a new line of TV receivers, including a 20-inch rectangular tube console and a similar tube size in the table model. Both feature inclined picture tube and glass assembly to minimize reflections. Also shown was a new chassis which includes a new type tuner for both UHF and VHF reception, to be used in subsequent models.

Ten new TV receivers, including four table and six console models, were unveiled by Westinghouse Electric Corp. Three-way radio portable also was introduced. Feature of TV sets is built-in UHF circuits which make possible single dial tuning of UHF stations, plus 12 regular VHF channels.

San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because . . .

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined *(Pulse and Tele-Que)*
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children *(Tele-Que - Pulse does not measure)*
- KRON-TV serves the largest number of advertisers *(Rorabaugh)*
- KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week *(Tele-Que)*

Check with FREE & PETERS for availabilities!

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco

THE STUMPING PUPPET

Convinced Dayton's Voters on Tax Needs

KENNY kicks his heels in mid-air to the delight of Joe (l) and the Puntah on Dayton's unique television show which sold the public on appropriating more money for better schools.

* * *

TELEVISION, successful salesman of such consumer-approved items as ironing boards and deodorants, has conquered a new and formidable opponent in Dayton. This two-faced opponent was public apathy to city reforms and resentment toward higher taxes.

Last fall, a "call to progress" committee was organized to get approval from Dayton voters on a $12 million bond issue and a 5.4 mill tax levy benefiting the public school system—and in an off-election year. The committee, comprising civic leaders headed by President S. C. Allyn of the National Cash Register Co., appointed Hugo Wagenseil & Assoc. to handle the planning and execution of the campaign.

The advertising agency recruited television to sell the product it sells best, and also ideas, in a way it does best, fast.

Mindful of the campaign objectives and the time limitation (voting took place Nov. 6), Mr. Wagenseil and his staff planned a seven-week concentrated campaign which would be climaxed the week of the election. Aiming primarily to "get out the vote" and outline to voters the issues, the agency decided to identify the television effort with the bond and tax proposals in the minds of children. It selected Kenny Roberts and Joe the Puppet as the vehicle for "commercial" riders.

Joe, The Puppet Presents The Issue

Joe, a puppet unrelated to any fictionalized character, depicted the bond issue appeal. He was subsequently used in every medium; radio, newspapers, billboards, transcriptions, circulars and car cards. To make the unknown puppet familiar, Kenny Roberts, former WLW radio and TV star, was hired to integrate his personality with that of Joe.

Kenny, with Joe, Muggsy, Joe's pup; Jezebel, the mean, old cat of the neighborhood, and The Puntah, a magical character akin to an American-brand leprechaun who could out-miracle the other puppets, traveled from week to week into a new adventure filled with lures for imaginative youngsters.

Between acts of a visit to the wild west, a fight with pirates on the high seas, the excitement of exploring a cave or a haunted house, the bond issue messages were introduced to children, and through them to their parents.

Dayton's two television stations, then transmitting to 215,000 sets, cooperated to give full coverage on the first locally originated program to be carried by both stations simultaneously. WHIO-TV originated the Saturday series from 10:30 to 11 a.m. from Sept. 22 through Nov. 3 and fed it to WLWD (TV).

Lincoln Scheurle, director of radio and television for the agency, supervised creative work on *Kenny Roberts and Joe the Puppet*. He co-authored the scripts with Margaret Leonard, while Shirley Farrell handled the puppets. Radio spots were produced by John Leonard and George Brenard, both of Hugo Wagenseil & Assoc.

Four weeks before the show took the air, Mr. Scheurle cleared time, contracted for Mr. Roberts and the puppets, and planned the prop, scenery and lighting requirements. Before the first show went on, the seven scripts and commercials were in detailed outline form, followed by a synopsis of puppet "business" so Lee Jason, WHIO-TV director, could check camera shots on all action.

Quick, Well-Timed Promotion Planned

Because of the seven-week limitation, the audience needed to be build "almost immediately," Heavy promotion was scheduled, but all of it was controlled so that each hit the voters at the right time.

Newspaper advertisements plugging the show ran each Friday and Saturday, and a weekly mention in "TV Highlights" near the television show listings helped call more attention to the program. Retail stores throughout Dayton featured windows decorated with school bond issue and show promotion material. Kenny and Joe's pictured adorned car cards in busses and trolleys.

Both TV stations gave 58 plugs to the series, and Joe was used in a special newspaper campaign. Parents and teachers cooperated to make sure literature detailing the need for improved school facilities was distributed to homes.

After the first program, a card with Kenny and Joe's picture and a comment on the crowded condition of the schools was distributed to 30,000 school children, who were asked to show them to their parents. During the fourth show, the program started the Kenny and Joe Club. Children were given a letter to their parents, explaining the need for the bond issue and tax levy and asking them to sign the letter promising to vote. No instructions were given on how to vote, and no voting commitments solicited. When the child returned the letter, he became a club member. Membership was almost 100% among the school children.

In the final week, Kenny Roberts made personal appearances before more than two-thirds of the city's public school children. He visited schools needing the most repair and expansion, and those where strong parent-teacher associations were working diligently to get out the vote.

In addition, the agency backed up its intensive efforts with radio spot announcements featuring Kenny and Joe asking children to join the club. Youngsters from the more needy schools, part of the studio audience, in air interviews told about what their schools needed. School conditions were described also by school teachers and principals in taped interviews.

After a hectic seven weeks, during which all Dayton became aware of the school situation, the show and promotion resulted in an overwhelming "sale." The school bond and tax levy issues passed with a majority of almost 2 to 1.

Personnel involved on the weekly puppet feature included, l to r, Lee Jason, WHIO-TV director; Lincoln Scheurle, producer, Wagenseil radio and television director; Margaret Leonard, co-writer with Mr. Scheurle; Shirley Farrell, puppeteer, and John Leonard of the agency who worked as production assistant.

CORRESPONDENTS ELECT

Officers Named for '52

HOLLIS M. SEAVEY, director of Washington operations for MBS, has been elected president of the Radio-TV Correspondents Assn. The association consists of accredited radio correspondents in the Capital.

Mr. Seavey

Mr. Seavey, who was serving as vice president, succeeds William F. Shadel of CBS. Martin Agronsky, ABC news correspondent, was elected vice president; Joseph C. Harsch, Liberty Broadcasting System's Washington correspondent, secretary; Richard Harkness, NBC news correspondent, treasurer. Members-at-large are Rudolph Block, correspondent, KOMO Seattle and KGEZ Kalispell, Mont., re-elected; Charles E. Shutt, Telenews Productions Inc., and Howard L. Kany, AP Radio.

MONITOR RULES

Are Eased by FCC

LIBERALIZATION of the FCC rules which permit stations (AM-FM-TV) to temporarily operate without certain monitors or indicating instruments was made effective Jan. 24, FCC reported last week. The proposal was one of a series of measures contemplated by the Broadcast Bureau to cut down on its routine [B•T, Nov. 12, 1951].

Under the new rules, stations will be able to operate for 60 days without frequency or modulation monitors, plate ammeters or voltmeters, base current or common point meters for AM stations, and transmission line meters for FM and TV stations, the Commission reported. Engineer-in-charge of the district in which the station is located must be notified, the new rules provide, and he is also authorized to extend temporary periods and to approve substitute equipment.

Up to now, stations had to get Commission approval to operate without monitors and indicating instruments. They no longer will have to do so. Requests for authority to operate without phase monitors will still have to be secured from Washington, the Commission said.

Four Year Scholarship

CONTESTANTS appearing on *Original Amateur Hour* (NBC-TV, Tuesday, 10-11 p.m. EST) before Dec. 1, 1952, will be eligible to compete for a four-year tuition scholarship offered by North Dakota Agricultural College through its president, Fred S. Hultz. Panel of judges consisting of university presidents will select as scholarship winner the contestant who submits best 200-word application.

HOOPER REVISES

Talent Cycle Ratings

TV PROGRAMS operating on a four-week talent cycle will be reported by C. E. Hooper Inc., New York, on a basis of four performances a month instead of two beginning with TV ratings service for January, it was announced Thursday.

Interviewing schedules to cover four-week cycles will be expanded in New York, Los Angeles, Chicago, Philadelphia, Boston and Detroit, thus filling a gap in program popularity ratings on talent-rotation shows, which previously were measured in those cities only twice a month.

Programs affected by the extended interviews include *Colgate Comedy Hour* in which Donald O'Connor and Harpo Marx, Abbott and Costello, Eddie Cantor, and an unannounced humorist participated, and *All-Star Revue* which features Martha Raye, Spike Jones, Jack Carson, and Jimmy Durante in sequence. The list also includes hour-long programs competing with such cyclical shows: *Toast of the Town, Ken Murray Show, Jack Benny.*

Ratings based on the expanded schedules will appear in the complete reports for the cities in which the interviews are conducted, in *Advance TV-Home Hooperatings*, and in the *TV-Home Hooperatings Pocketpiece* service to networks, agencies, and advertisers.

Rosenberg Case

HARRY NOVIK, WLIB New York, and Joseph W. Berg, American Newspaper Publishers Assn., were included on committee to appoint attorney and accountant to study the case, at the creditors meeting held Jan. 4 for claimants to $500 or more to Arthur Rosenberg Co., agency which petitioned for bankruptcy last month. Next meeting will be held Jan. 22 at bankruptcy court. It was understood that at least $50,000 is due to more than 100 radio stations.

FILM RE-ISSUES

Planned by Holding Bank

IN an effort to recoup losses on loans to motion picture companies, Bank of America, Los Angeles, is negotiating with various motion picture-television distribution companies to re-issue 20 foreclosed films costing $25 million.

Conferences have been held with G. Ralph Branton and Harold Mirisch, vice-presidents Monogram Pictures and Allied Artists, to re-issue the films theatrically with later lease to television through Interstate Television Corp., subsidiary of Monogram.

Quality Films, distributors of motion pictures to TV, has reportedly had similar conferences with Mr. Walker and bank vice-presidents Bernard Giannini and Tom C. Deane.

Security-First National Bank, Los Angeles, also took over eight motion pictures recently which had cost $8 million to produce.

In December,
a **WGN-TV** *advertiser wrote:*

"The proof of your program has been shown by our retail sales . . . department stores and dealers as well.

As a result of your program, the department stores in Chicago were happy to run cooperative advertising, and the entire program has done a great deal to stimulate sales."

●

Here's proof again of the power of WGN-TV programs . . . and another reason why WGN-TV is your best buy in Chicago.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

film report

Peerless Television Productions, N. Y., producer of TV feature films, last week announced that sales of feature series during the past 10 weeks have passed the $500,000 mark.

George T. Shupert, vice president of Peerless, said contracts have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, Chicago, Atlanta, Cleveland, Philadelphia and Milwaukee for TV showings of 26 Peerless films including *The Count of Monte Cristo, Kit Carson, Last of the Mohicans, Corsican Brothers, My Son, My Son* and *The Son of Monte Cristo.*

Mr. Shupert left New York for Hollywood last week to confer with Peerless President **Edward Small** on production and distribution of additional series of special half-hour film programs. He said the company is also accumulating another group of feature films to be offered to stations and sponsors within the next few weeks.

—New members of State Dept. Foreign Service Institute and personnel returning from overseas see a kinescope of NBC-TV's *Battle Report—Washington* as part of their standard indoctrination course.

The film, telecast to the public Oct. 21, 1951, shows Secretary of State Dean Acheson answering letters and questions from American citizens on the aims and conduct of U. S. foreign policy. Copy of the program was made available by NBC at request of State Dept. officials shortly after the original broadcast.

—**Martin Melcher**, vice president and co-owner of Century Artists, Hollywood, and **Wynn Nathan**, sales executive for United Television Programs Inc., New York, have formed **Melcher - Nathan Agency**, Hollywood, to package television film series.

Twenty-six quarter-hour series now in production, *Watch Hollywood*, features behind-the-scenes activity in motion picture production. It will be offered for regional sponsorship.

Another series of 26 nearing completion, *The Little Revue*, is a half-hour of songs, sketches and dances performed by "unknown" talent. Phil Shuken, writer for NBC Hollywood, is writer-producer.

—**Times Square Productions Inc.** has been formed to produce television and theatrical motion pictures.

Charles W. Curran, former Hollywood screenwriter and New York advertising executive, is president. **Stephen E. Fitzgibbon**, former studio manager for 20th Century-Fox Movietone, New York, is in charge of production.

Offices are at 145 West 45th Street, New York.

Production . . .

TCA Productions, Culver City, Calif., preparing 13 half-hour TV film series (as yet untitled), starring **Bud Abbott** and **Lou Costello** supported by **Hillary Brooke, Sid Fields**, and **Joe Kirk**. Shooting of comedy series starts Jan. 21 with **Jean Yarbrough** producer-director and **Clarence Eurist** production supervisor.

* * *

Cosman Productions, Culver City, Calif., plans television mystery film series (as yet untitled) of 13 half-hour episodes, starring **George Raft. Jean Yarborough** is producer and **Clarence Eurist** production supervisor. Shooting will begin Feb. 14.

* * *

Tressel Television Productions, Chicago, is now located at 11 S. LaSalle St. Phone number is Financial 6-2976.

Sales . . .

Ted Baldwin Inc., TV film packager and sales representative, **Mannon Sound Stages Inc.** and **Mannon Productions** of New York have signed contracts under which Baldwin company will act as sales representative for Mannon company, which, in turn, will produce Baldwin packages. First series for Baldwin organization will be *Spotlight, U. S. A.*, fact-feature to be filmed as 52 15-minute programs, for local markets on syndicated film basis.

In explaining exchange of services, **John R. Markey**, Baldwin vice president, said plans are in progress for as yet untitled series, with stories based on cases taken from Travelers' Aid files. His company is also arranging for West Coast filming facilities, he added.

* * *

Crosley Stations WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT Cincinnati have signed for 26 feature films over 18-month period with **United Television Programs. Toni Co.**, through Foote, Cone & Belding, both Chicago, will sponsor United's *Fashion Previews* on WDTV (TV) Pittsburgh for 52 weeks.

* * *

United Television Programs to handle national distribution of *Cowboy G-Men*, half-hour TV film series produced by **Telemount Pictures Inc.**, Los Angeles. **Gerald King**, UTP president, and **Henry B. Donovan**, Telemount president, to make decision concerning national or regional sponsorship. Seven of half-hour series of 13 films, starring **Russell Hayden** and **Jackie Coogan**, are completed and remainder scheduled to wind-up by mid-February. **Thor Brooks**, film editor for series, promoted to director for last six films. [FILM REPORT, Nov. 19, 1951.]

* * *

Reynolds Productions and **Reynolds TV Program Sales**, Beverly Hills, acquires TV sales rights to *Rawhide Riley*, 13 half-hour western TV films, produced by **Southwestern Motion Picture and TV Corp.**, Tucson. Series stars **Richard Arlen.**

* * *

Alexander Film Co., Colorado Springs, Col., announces new TV commercial productions for the following organizations:

Rolon Tire Chains, Idaho Springs, Col., one 60-second and one 26-second film through Wayne Welch Inc. **Fletcher-Williams Coffee Co.**, Nashville, Tenn., one 20-second film. **Maryland Club Coffee**, Houston, Tex., three 10-second and one 60-second films through Tracy-Locke Co. Inc. **Bowman Biscuit Co.**, Denver, one 20-second film through Ball & Davidson Inc. **Mrs. Baird's Bread**, Dallas, Tex., one 10-second and one 20-second film through Tracy-Locke Co. Inc. **Lincoln-Mercury**, Detroit, thirteen 26-second films.

Film People . . .

TV pilot film starring **Louella Parsons**, ABC Radio Movieland commentator, was completed for the network last week. Film, wholly financed by ABC, was made by **Film Craft Productions**, Los Angeles, under direction of **Richard Diggs.**

Soon to be screened for potential ABC-TV sponsors, it takes the viewer into Miss Parsons' home, to Hollywood's Ciro's and onto the lot of Universal-International. A dozen top motion picture personalities appear in the film with Miss Parsons, according to ABC.

* * *

Verne Smith to narrate *Public Prosecutor*, re-edited TV film series, to be re-released by **Jerry Fairbanks Productions**, Hollywood. John Howard to add scenes and part narration [FILM REPORT, Dec. 24, 1951].

* * *

Joseph M. Callan has been appointed a vice president of **Kling Studios**, Chicago, where he has worked in sales since 1948. He is former manager of the band department of a Chicago booking agency.

EASTMAN FILMS
German Is Distributor

FILM BUSINESS assets of J. E. Brulatour Inc. have been purchased by William J. German, it was announced last week, with the organization to continue as distributor of all Eastman professional motion picture films—both for television and movies—under the name of W. J. German Inc.

Newly formed organization is headed by Mr. German, whose long experience with the film industry began in 1906 when he joined the Eastman Kodak Co., Rochester. He left that city in 1921 for New York to manage G. M. Labs. in Long Island City, the Sen-Jacq Film Printing Corp. and Paragon Studios and Labs in Fort Lee.

He became associated in 1922 with Jules Brulatour, sole distributor of Eastman unexposed motion picture films, and two years later organized and became vice president and general manager of J. E. Brulatour Inc., which took over sole distribution and sale of Eastman motion picture films. Upon Mr. Brulatour's death in 1946, Mr. German became president of the two Brulatour corporations in Delaware and California and, at the start of this year, purchased the assets and changed the firm name.

Mr. German also is director of Universal Pictures, Associated Motion Picture Industries Inc. and serves on advisory committee of Chemical Bank & Trust Co., New York.

Distribute your
Film
in Southeastern U.S.
This established sales organization represents producers of package shows, open end films, shorts, soundies, etc.

Top reputation and references for progressive selling to agencies, advertisers, stations.

Write, wire for information. Without obligation send your catalog to:

ENTERPRISE CORPORATION
1612 S. W. 13th Street,
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OWNERSHIP LIMIT

No Early Action Seen

ALTHOUGH FCC was not commenting officially last week about NBC's petition to change the five-to-an-entity TV station limitation to five VHF stations, and permit additional UHF stations to be owned by the same companies [B•T, Jan. 7], it was learned that:

(1) Idea has been received sympathetically in some FCC circles. Major asset, it is felt, is that the entrance of large TV groups would give UHF an incalculable boost throughout the country.

(2) No objections have been registered with the Commission, but some are expected—from smaller broadcasters and other potential TV applicants who feel UHF is their baby and they shouldn't have to buck the multiple-owners in this field.

(3) Action on the NBC request is considered dubious before the final TV allocations report is issued—sometime during February. Staff is completely immersed in allocations report. There had been some feeling months ago that if the Commission ever was to raise the five-station limit it should do so before the freeze was ended. This view didn't win enough Commission adherents, however, and the NBC petition is not expected to change the Commission's thinking on that score.

(4) Fact that the NBC petition did not contain a limitation recommendation for UHF has caused some FCC staffmen to eye it askance. They don't believe there is any chance for the Commission to "buy" the NBC idea unless there is a limitation on the number of UHF stations a single entity would control—as well as the five VHF station limit.

Best chance of favorable action seems to be the FCC's avowed backing for UHF. If the Commission was convinced that the move suggested by NBC would have tangible results in getting UHF stations on the air and successfully operating, it is believed it would not be averse to lifting its five-station limitation.

Only adherent of such a change in the TV ownership rules is Comr. George E. Sterling. In a speech before the Armed Forces Communications Assn. in New York last November, he suggested that the networks be permitted to have "two or three" UHF stations in addition to their five VHF in order to get big backing for the new "upstairs" channels [B•T, Nov. 5, 1951].

Wiedemann Buys

WIEDEMANN Brewing Co., Newport, Ky., has bought the Frederic W. Ziv TV film show, *The Unexpected*, for Cincinnati, Dayton, Columbus and Indianapolis. Series starts Mar. 1 for 52 weeks once weekly through Tatham-Laird, Chicago.

Population Key to TV Plan

(Continued from page 23)

below that are slated for rejection, it was learned.

Whereas the Third Report of the FCC, released last March [B•T, March 26, 1951], provided for 1,965 assignments on both VHF and UHF in 1,256 different communities, it is anticipated that the final report will accommodate more stations in the same number of communities in the U.S. and its territories—mostly in UHF. A portion of the 18 "flexibility" channels in UHF also will be used to accommodate additional stations [B•T, Nov. 5, 1951].

There will be an increase in the 608 VHF assignments (82 of them asterisked for noncommercial educational use) provided in the Third Report. The extent of the increase, however, won't be known until the final papers are submitted to FCC. However, if mileage separations are reduced below the 180-mile city-to-city proposal, a number—not substantial—of extra VHF channels can be expected to be added to some of the key U.S. markets where already there is TV service on the low band.

Before final Commission approval, it will be necessary to clear any changed border assignments with Canada and Mexico. No difficulties are anticipated, however.

Late Comments Filed

FCC's action last week permitting KIST Santa Barbara to file late comments and evidence requesting the assignment of Channel 3 to Santa Barbara is considered significant with respect to the agreement with Mexico. Channel 3 had been deleted from San Diego and assigned to Mexicali last October [B•T, Oct. 29, 1951]. San Diego is about 10 miles from the Mexican border city of Tia Juana; Santa Barbara almost 200 miles. The Commission also announced that NBC and other interested parties have until Jan. 16 to file oppositions to the KIST request.

There is also evidence that proposals made by Allen B. DuMont Labs. [B•T, Aug. 20, 1951] are not being rejected outright. The Commission's acceptance of the 170-mile transmitter-to-transmitter mileage separation is one indication. It can be expected that other recommendations, mainly concerned with additional VHF assignments, are being fitted into the overall allocations in population centers where it is feasible to include them without doing violence to other basic policies.

It is entirely possible that certain of the staff reports will reach the full Commission before the Feb. 1 deadline. It may be Feb. 15 before the Commission can get to the channel-by-channel assignment proposals. Barring complications, the Commission hopes to release the final report before the end of February.

A minimum of 60 days as a "waiting period" for the filing of new applications and for revisions of existing applications to conform with the allocation plan then will be announced, with a majority of the Commission determined that there shall be no extensions.

In its nation-wide plan, the FCC admittedly is dealing in the dark because of inadequate knowledge of propagation characteristics, even in VHF in some areas (the Gulf and the Southeast). Because of the paucity of such knowledge, informed sources expect FCC to ask Congress for a substantial appropriation—probably $2,000,000—to initiate a research and developmental program, either independently, or in collaboration with other government research organizations. It wants to know what happens to coverage on the lower portion of the VHF (Channels 2-6) when there is full channel occupancy. And it feels there's much to be learned about UHF beyond that supplied by experimenters.

CBS TV SPOT SALES

Margolis Named Bus. Mgr.

APPOINTMENT of Benjamin Margolis, contract manager of CBS Television Network Sales Service Dept., as business manager for CBS TV Spot Sales, was announced by the network last Thursday. George A. Kolpin, supervisor of auditing and accounting departments, replaces Mr. Margolis as contract manager.

Associated with CBS since 1932, Mr. Margolis served as accounting department supervisor prior to his recent position as contract manager. Before that, he was assistant to the controller, and executive assistant to CBS Television President J. L. Van Volkenburg when the latter was vice president in charge of network sales.

Mr. Kolpin has served with CBS since 1936 in the auditing and accounting departments, and was named supervisor in 1947.

Series to Proceed

DESPITE differences over TV rights to short stories and novels not covered by American copyright between 221 B. Baker St., Film Productions Inc., Hollywood, and estate of late Sir Arthur Conan Doyle, production plans for *Sherlock Holmes* TV film series will proceed. Fulton Brylawski, Washington copyright attorney retained by Producers Irving Allen and Cubby Broccoli, contends that if the proposed stories and novels were copyrighted, expiration date has elapsed [B•T, FILM REPORT, Dec. 31, 1951.]

SONGWRITERS, Hy Zaret and Lou Singer have composed 13 jingles titled *Little Songs for Living Longer* for use in a safety campaign on ABC radio and TV. Songs deal with the danger of smoking in bed, jaywalking, reckless driving and similiar hazards. The network is scheduling them at frequent intervals on and between radio and TV shows.

TV Applicants Face Sweat

(Continued from page 23)

in one way or the other with broadcast activities—Secretary's Office, with its Broadcast Division and Docket Section, the Offices of the General Counsel, Chief Engineer, Chief Accountant, all of whom do much broadcast work.

Overall, the Commission had 791 Washington employes on its rolls at the beginning of the 1952 fiscal year. Today, six months later, it has 734—a cut of 7% between mid-1951 and the beginning of 1952.

Examiners aren't the only bottleneck. Every hearing entails a Broadcast Bureau attorney and a considerable amount of engineering and accounting time. They live with the case before the hearing, through the hearing, and even after the examiner issues his initial decision they have to continue with it—for oral argument, exceptions, possible court actions, etc.

Must Be Processed

And even before an application is set for hearing, it has to be processed. That, too, takes staff—attorneys, engineers and accountants.

Talk of tightening up processing, using its staff more efficiently, gets a resigned shrug from FCC operating heads.

"There's a certain level of activity here," they say. "We're all busy now. If the TV rush means we have to take people off what they are doing now, then that will suffer.

"Remember, too, there are other things besides TV. We're getting needled right now about our AM processing line. We just can't pull people into TV without something giving."

This has made FCC staffers exceedingly conscious of ways to cut corners. That is why suggestions on procedures, such as those already recommended by the Federal Communications Bar Assn. and others [B•T, Jan. 7, Dec. 17 and Nov. 26, 1951] are being gone over sieve-like for ideas. Quick handling of applications won't be the sole criterion in setting up procedures, but it certainly will be one of the major ones, it is believed.

One Sure Way

In casting about for an answer to this discouraging outlook, FCC officials see only one sure-fire way of breaking out of the potential TV morass—more money.

One or two doubts assail them, though. First, will the President, in the face of mounting defense expenditures and facing an economy-minded Congress ask for all the $8 million they need? Secondly, will Congress give them what the President recommends? Thirdly, when will they get it?

They're sanguine about the President asking for what they want. They're a little dubious about Congress giving what the President asks, however. Last year, the FCC asked for $1,400,000 as a supplemental appropriation for increasing field monitoring and Conelrad projects and Congress turned it down flat [B•T, Aug. 27, 1951]. And again, the history of Congressional appropriations for the FCC during the past four fiscal years has been relentlessly downward (see table).

They're not too happy about when they can expect the money, either. Last year, Congress did not legislate the 1952 fiscal appropriations until two months after the start of the fiscal year [B•T, Aug. 20, 1951].

A corrolary of how much and when they can get the additional money is this: How fast can they get competent personnel and how long will it take to train them?

One further financial concern is theirs. Congress approved pay raises last summer. This added $500,000 to the FCC's budgetary requirements. Congress has not given the FCC a supplemental appropriation to cover this sum. If it doesn't before June 30, the Commission will have to meet this amount from its existing appropriation.

This black picture is admittedly based on FCC sources alone. There's no doubt that an efficiency expert could probably work wonders—but would the improvement bring things up to par? Most observers doubt it. The figures seem undeniable.

TV CAMERAMEN

Basic Contract Planned

NEITHER television film producers nor motion picture companies will get special concessions in wage scales or working conditions for cameramen from International Photographers Local 659, IATSE, according to an executive board vote. There will be one basic contract covering craft for all film producers, regardless of costs or the medium supplied, it was revealed last week.

Alliance of Television Producers Assn., Independent Motion Picture Producers Assn. and Society of Independent Motion Picture Producers separately are asking for deals at variance with scale and working conditions on contracts currently being completed with major film companies.

With some majors gearing to enter TV production, union's executive board felt it would not be fair to grant those companies more favorable conditions than their competitors, it was said.

New contracts with major companies which allow wage increases for cameramen are yet to be signed. Two provisions, involving travel time, are to be ironed out before final signature.

HAROLD LUND, general manager, WDTV (TV) Pittsburgh, stands by as Mayor David L. Lawrence (l) signs an official proclamation that Jan. 11 (Friday) was to be "WDTV Day in Pittsburgh." Date marked third anniversary of the DuMont owned and operated outlet.

WGAL-TV CONTOUR

Power Boost Requested

PERMISSION to operate with full 500 w transmitter power, improve its effective radiated power to 1.8 kw—and thus cover 54,337 more people—was asked of the FCC by WGAL-TV Lancaster last week.

Request was in the form of a petition for an exception to the FCC's Fifth Notice and a special temporary authorization. Exception was needed because the Fifth Notice limited transmitter output power increases for community stations to whatever was necessary to radiate not more than 1 kw. This is 277 w in WGAL-TV's case.

Unique in the WGAL-TV case, petition stated, was the fact that it originally went on the air in May 1949 radiating 1.8 kw. When it got its license in July 1950, the freeze was on and its radiated power was reduced to 1 kw. Since it is one of only three community stations (the others are WNHC-TV New Haven and WDEL-TV Wilmington) and that classification has been deleted in the proposed new TV standards, the Steinman-owned station stated that in the interest of fair play it should be permitted to go to the same full transmitter output as all other stations. It also pointed out that it would be penalized in constricted service area if co-channel and adjacent channel stations went to full transmitter output.

It admitted that increased power would incur a "slight amount of interference" to the Grade B service areas of NBC O&O stations, WNBT New York and WNBW Washington, but, it declared, NBC had orally consented to the WGAL-TV proposal.

Commission proposes to change WGAL-TV from present Channel 4 to Channel 8. The station has agreed to the change.

ST. NICK'S

Sale May Presage Trend

OUTRIGHT ownership of sports events for telecasts on a national basis was indicated as a possibility for St. Nicholas Arena, former boxing center located next to West Side New York studios of ABC, whose sale of the building to Webb & Knapp, New York Realty Company, was announced last week.

Although contract was reportedly signed some time ago, public statement was delayed until Wednesday when William Zeckendorf, former ABC board member who owns Webb & Knapp, announced it.

Mr. Zeckendorf became a director of ABC when the network acquired former riding stables on West 66th St. through him for use as video studios. His office reported that he resigned his network position last May. No successor to Mr. Zeckendorf on the ABC board has been elected.

Arena sales price was not given, but it was indicated that the property is assessed at $345,000, of which $260,000 is on the land.

The realty operator—who played a major role in acquiring land for the present U. N. site in New York—said that negotiations were "afoot" with both a major network and local stations for the arena, with the result that it might be used for sports spectacles to be broadcast nationally under direct sponsorship of television interests.

The two-story building, also located one block from WOR-TV's Television Square, is currently occupied by the St. Nicholas Sports Center under a lease which runs through September 1953 and contains a 10-year renewal option. The International Boxing Club promotes boxing there, renting from the Sports Center on a year-to-year basis, and occasional wrestling matches are held in the 3,000 seat arena.

Indicating that he has plans but no definite policy for operating the arena, Mr. Zeckendorf said, "we have no commitment to buy up the lease, but we have a very friendly understanding with the St. Nicholas Sports Center. At the moment this could be classed only as an investment, with future determination of specific use."

KLAC-TV Sued

CHARGING infringement on their original show, *Anniversary Party*, Byron Roberts and Joe Kogan, program packagers, last week filed $50,000 suit in Los Angeles Superior Court against KLAC-TV, General Manager Don Fedderson and Dan Linden. The complaint states plaintiffs divulged their program idea to defendants prior to the station's telecast of the weekly show of same title and content.

Telestatus

(Continued from page 66)

nouncement, $135; station break, $67.50. Class C, one hour, $450; half-hour, $270; minute or 20-second spot announcement, $90, and station break, $45.

* * *

Berle Tops Nielsen December Report

IRREPRESSIBLE Milton Berle and his *Texaco Star Theatre* led the National Nielsen-Ratings for the top 10 TV programs in a report released Jan. 4 covering the two weeks ending Dec. 8. Red Skelton captured runner-up honors and, percentage-wise, Arthur Godfrey placed third. The listings follow:

NUMBER OF TV HOMES REACHED

RANK	Program	HOMES (000)
1	Texaco Star Theatre (NBC)	7,740
2	Red Skelton (NBC)	6,636
3	Colgate Comedy Hour (NBC)	6,633
4	Fireside Theatre (NBC)	6,079
5	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	6,023
6	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	5,982
7	Philco TV Playhouse (NBC)	5,890
8	Your Show of Shows (Lehn & Fink Prod. Corp.) (NBC)	5,874
9	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	5,800
10	Your Show of Shows (Participating) (NBC)	5,767

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	Program	HOMES (%)
1	Texaco Star Theatre (NBC)	53.6
2	Red Skelton (NBC)	51.2
3	Godfreys Scouts (CBS)	50.4
4	Colgate Comedy Hour (NBC)	47.6
5	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	45.3
6	Your Show of Shows (Reynolds, R. J. Tobacco) (NBC)	44.4
7	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	44.2
8	Your Show of Shows (Participating) (NBC)	43.8
9	Fireside Theatre (NBC)	43.7
10	Your Show of Shows (Lehn & Fink Prod. Corp.) (NBC)	43.7

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EARLY TV SHOW

Wins Baltimore Popularity

WBAL-TV Baltimore reported last week that its program, *The Brent Gunts Show*, within 16 weeks after its first airing, has become "the most popular early morning television program in any of the 10 major cities in the country completely covered by American Research Bureau reports."

In addition, WBAL-TV continued, the survey shows that 9% of the TV sets in the Baltimore area are tuned to the program at least one day each week. The show is presented 9-10 a.m., Monday through Friday.

DuMont Move

OFFICES of DuMont Television Network in Chicago moved last week from the Palmolive Bldg. to the Tribune Tower, 445 N. Michigan Ave. David Lasley is division sales manager.

SPECIAL CBS radio broadcast, *My Best Five Minutes*, will be presented 10:15-11 p.m. EST Jan. 19. Entertainment stars will tell what they consider their best performance. The show, with Helen Hayes emceeing, will be aired on behalf of the National Foundation for Infantile Paralysis.

ROACH HEADS ATAS

Ruggles, Fedderson Named

HAL ROACH Jr., vice president in charge of production, Hal Roach Studios, Culver City, has been elected president of Academy of Television Arts & Sciences, Hollywood, and assumes office at annual Emmy Awards dinner in mid-February. He succeeds Mike Stokey, head of Mike Stokey Productions and m.c. of weekly *Pantomime Quiz* on NBC-TV.

Hal Roach Jr.

Charlie Ruggles, film actor and star of TV film, *The Ruggles*, on ABC-TV, was elected first vice president, with Don Fedderson, vice president and general manager of KLAC-TV Hollywood, second vice-president. Ernest Felix, ABC Western Div. assistant treasurer, was named ATAS treasurer, with Mildred Beach his secretary.

Other officers include Betty Mears, freelance TV writer-producer, as secretary; Isabelle Pantone, recording secretary, and Robert Pelgram, director of publicity for KNBH (TV), corresponding secretary.

SF Group Elects

SAN FRANCISCO Chapter of the Academy of Television Arts and Sciences last week announced new officers for 1952: President, Howard McGill of Zack Radio Corp.; vice president, Al Constant, program manager of KRON-TV; second vice president, Margo Trumbull, KRON-TV and KPIX (TV) women's commentator; secretary, Carol Levene, head of Pax Productions; corresponding secretary, Charlotte Morris, KPIX (TV) producer. At the same time the chapter announced that its annual award dinner would be held Feb. 16 at the Mark Hopkins Hotel in San Francisco.

One-Man TV Award

THERE'S an award given out Ohio way by an individual televiewer to the station in central Ohio which he feels produces the best programs originating from its studios. One-man award this year went to WBNS-TV Columbus. Credited was the entire station staff. Award-giver Robert Burberry of Lancaster, Ohio, commented that he couldn't select just one program "because all . . . are the best." For the past three years, Mr. Burberry, a TV set owner three months before TV arrived in central Ohio, has been critical of programs and he has made awards for the television programs which he believes merit them since that time.

SET REPLACEMENT TREND

Fewer Initial Installations, Mansfield Notes

BARRING such economic upsets as a major war or excessive material shortages, there is no reason why the television industry cannot sell about 4,500,000 sets to the public during 1952, Frank W. Mansfield, director of sales research for Sylvania Electric Products, predicted last week.

Addressing Sylvania's national distributor sales department conference in Hershey, Pa., on Monday, he said the trend is toward a larger and larger percentage of sales for set replacement and a diminishing percentage for initial installation, with the change due to the market's rapidly approaching saturation. At the end of 1950, it was approximately 38% saturated on a national basis, he said, although 35% of the population was located where television development was slow. At the end of last year, almost 40% of the country had reached an average saturation of 70%, he noted.

Concern shown by some industry members about the saturation point is based on the assumption that a saturated market is an exhausted market, he said, asserting that nothing is farther from the truth. "Market saturation will merely mean," he said, "that the number of sets sold for replacement will increase and initial installations will decrease. We have estimated a long term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come."

"If the TV station freeze is lifted," he added, "good television signals, now within reach of about 65% of the populations, will ultimately be extended to approximately 90% of the population."

Presents Flag

FRANKIE THOMAS, star of *Tom Corbett, Space Cadet*, sponsored by Kellogg Co. on ABC, presented a blue flag to the Air Cadet League of Canada, semi-official government youth group, in ceremonies which took place last Saturday at Air Cadet League headquarters in Ottawa, Ont. The flag was presented to a group of honor cadets in recognition of the organization's work in promoting air travel, flying safety and good citizenship. Kellogg plans to sponsor the Corbett series on a number of Canadian stations. Kenyon & Eckhardt, New York, is agency.

Sir! the deadline is January 25

Forms close on that first, fabulous TELECASTING Yearbook Number on January 25. So there's still time to get your reservation to us.

Your ad will go near your own listing. The book will go to every national and regional advertiser and agency of television importance—over 5400. Total guaranteed circulation is 16,000. A note or wire will hold your space.

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TELECASTING YEARBOOK

Published Mid-February

PATENT FILINGS

'Misconception' Cited

MISCONCEPTION of the intent of FCC's proposed annual patent filing regulation [B•T, Dec. 3, 1951] is believed responsible for the more than 100 requests for postponements that flooded the Commission and caused it to postpone the filing of comments until Jan. 31 [B•T, Jan 7].

It seems all patent attorneys in the country were alerted to the FCC proposals by the National Patent Council, Gary, Ind. Members of the association wrote and wired the FCC requesting delay in order to study the proposed regulation.

Misunderstanding seems to be in determining who will have to file annual patent data proposed to be required. FCC Patent Attorney William H. Bauer stressed that the proposal only applied to communications or broadcast patent holders who also are rendering a communications or broadcast service under the jurisdiction of FCC. It was not meant to apply to a patent holder not engaged in communication or broadcast service under FCC's jurisdiction, he pointed out.

Firms Under Proposal

Thus, these companies can be assumed to come under FCC's proposed rule: AT&T, RCA, GE, Westinghouse, Philco, Stromberg-Carlson and DuMont among others. Most of them have been voluntarily supplying the Commission with this information right along.

Also falling under this category would be CBS and Paramount Pictures, it was explained at the FCC. If CBS' color TV system became widely used, it would thus become a patent holder of devices used in broadcasting and come under the proposed regulation. The same would be true of Paramount and its Lawrence color tube, it was explained.

As an example of a company not required to file, an FCC interpreter pointed to Color Television Inc., one of the three contestants during the color TV hearings. Even if its system had been chosen as the official TV color system, it would not be required to disclose patent data because it renders no communication or broadcast service coming under the jurisdiction of FCC.

FCC sources also stressed that the proposal has no reference to any case now under study at the Commission, nor is it proposed to use the information for any particular purpose.

CONTRACT for one of the largest time sales in Rochester radio history has been signed by General Electric and WRNY-AM-FM that city. GE is sponsoring 24 quarter-hour shows weekly on WRNY, and eight hours of classical music weekly on WRNY-FM. Present at the signing were (seated, l to r) Edward D. Crosby, manager, GE Radio & TV sales, and George J. Spillane, manager, GE Supply Corp. Rochester House; standing (l to r) are Jim Jepson, GE sales representative; Tom O'Neill, WRNY sales representative, and W. Eccles Huff, general manager, WRNY-AM-FM. Bowman & Block, Buffalo, is the GE agency.

ARNOLD MOSS, radio and stage actor, is starred in *The Man on the Line*, transcribed documentary program dealing with child care at home and in school which American Optometric Assn. is offering to all AM and FM stations without charge for broadcast during the first week in March.

NEGRO SURVEY

High Listenership Noted

A RADIO audience survey conducted among New York City Negro families showed a high rate of listening. The survey was conducted for WHOM New York by Advertest Research.

Fortune Pope, WHOM president, commented, "It is very interesting to note that because of their high rate of radio listening, the Negro radio audience is far more important than population figures alone would indicate."

Advertest surveyed listening during the 11 p.m.-2 a.m. period during which WHOM presents *After Hour Swing Session*. Results showed that percentage-wise, radio sets in use among Negro families runs three to four times higher than set-in-use figures for all families, Advertest reported.

In all, the late listening of 200,000 Negro families within the city's five boroughs was noted for a full week.

It was further shown that 3 of every 10 Negro families interviewed own television sets, 2 of every 10 own automobiles and 4 of every 10 have telephones.

KLAC Signs Potter

PETER POTTER, disc m.c. with KFWB Hollywood for past 14 years signed a two year contract with KLAC that city, which guarantees him $90,000 over that period of time, with an additional participating agreement on spot business. He takes over 22 hours of airtime weekly starting today. He succeeds Al Jarvis who shifted to KECA-AM-TV [B•T, Jan. 7, Dec. 31, 1951].

D.C. ALERT TEST

Trial Declared Successful

WASHINGTON'S first test of its electronically-controlled air-raid warning system Jan. 5 was an unqualified success, thanks to all-out participation of radio and television broadcasting stations in the District of Columbia.

Cooperation of Washington's radio-TV industry was reported by WWDC-AM-FM, which served as originating outlet. It piped the test to stations with inter-connected and non-connected facilities.

Participation involved 17 radio and four video stations as well as two wired music program services in the area. Ross H. Beville, WWDC technical director and radio representative on the Communications Advisory Committee for the local Office of Civil Defense, coordinated technical coverage.

All radio and TV outlets programmed and relayed four-minute air raid warning signals to all receivers in the area after picking them up from the command center. WWDC fed signals to inter-connected line stations and WWDC-FM to those without connected facilities. Washington Transit Radio Inc. aired the warning on busses and streetcars.

The public was not required to participate actively in the test, held from 12:03 p.m. to 12:07 p.m. Listeners heard warning and all-clear signals, with John Fondahl, OCD director, conducting the test and an announcer explained each.

The Washington system, reportedly the only of its kind now in operation, utilizes three frequencies. One connects the Command Center with high-power amplifiers activated by supersonic FM receivers, enabling the OCD director to address the entire District; the second permits communication between the command post and four control centers; and the third is reserved for special services (pack receivers, "walkie-talkies" and other mobile equipment).

ADV. EMPLOYMENT

AAAA Post-Test Survey

SURVEYED two years after they took American Assn. of Advertising Agencies examinations for advertising aptitude, one-fourth of those answering indicated they have since found advertising jobs while another 42% work in allied fields.

Sydney H. Giellerup, Marschalk & Pratt, chairman of the examinations committee, reported that surveys of 1,002 people tested in 1949—none of whom was then employed in advertising—resulted in 403 answers, with 88 saying they are now in the field. Information about annual occupational tests—to be held in major cities Feb. 16 and 23—is available from AAAA headquarters, 420 Lexington Ave., New York.

Only One Station gives you the

BIGGEST AUDIENCE* **in Mid-America**

KCMO reaches 9.5% *more* radio homes than any other Kansas City station.* That's a big bonus. It means you get the best coverage of the e-x-p-a-n-d-i-n-g Mid-America Market at *one* low cost, using *one* station and *one* rate card. Call or wire KCMO collect for full details.

**A fact, proved by the continuing Conlon "Study of Listening Habits" in Mid-America.*

KCMO
50,000 WATTS
125 E. 31st • Kansas City, Mo.
or THE KATZ AGENCY

programs promotion premiums

BOB KELLER, sales promotion representative, Robert S. Keller, Inc., N. Y., came up with a novel idea he uses when agency executives are too busy to see him. Mr. Keller designed a message sheet he leaves when calls are not completed telling the addressee he can win a free lunch if he calls him within 24 hours to discuss the out of town broadcasters listed on the sheet which he represents.

EDUCATIONAL SERIES

KPIX (TV) San Francisco, *Frontiers of Understanding*, weekly. Educators from Stanford U. discuss modern social problems (juvenile delinquency, narcotics addiction, alcoholism) showing how man's social, moral and cultural advancement is lagging behind scientific progress and how these problems should be met and solved. Program began Jan. 11.

EMPLOYMENT AID

A PLACEMENT bureau on the air will be inaugurated by WFUV (FM) New York, Fordham U's radio station, with the presentation of *Going Your Way*, Monday 7:30-8 p.m. Show will afford senior students an opportunity to meet top men from various industries. Mary and Bill Adams will moderate.

KWWL SALES CLINIC

LUNCHEON sales meeting held last week at KWWL Waterloo, Ia., presented the new Mutual lineup of MGM transcribed shows to station sales and program personnel. Commercial Manager Don Inman acted as prospective client while Salesman Bill Mertz gave presentation showing value of KWWL as a buy and why transcribed features could get results for client.

HARRY JAMES ON TV

KNBH (TV) Hollywood, *The Harry James Show*, new half-hour weekly Sunday show featuring Harry James and his 17-piece orchestra, started yesterday, Jan. 13, for 13 weeks. Musical-variety-participation show is to have top sports celebrity each week whose identity audience must guess from musical clues. Other contests will feature viewers possessing unusual homemade musical instruments and one in which home viewers with recorders are asked to sing along with orchestra and submit record. Alan Armer directs.

WBAL SHOWS NAMED

TWO WBAL Baltimore programs, *Al Ross Show* and *Armed Forces Report*, are included in a list of broadcasts considered outstanding examples of public service in the *Recruiting Journal*, official publication of the U. S. Army and U. S. Air Force. Each Saturday, Al Ross interviews a recruiting officer and discusses various aspects of military life. Feature stories are presented by armed forces personnel on the Sunday *Armed Forces Report* show.

'ALERT AMERICA'

THE first in a special three month series of programs entitled *Alert America* was presented January 5, 1952 in cooperation with the Federal Civil Defense Administration. The programs heard over the ABC Radio Network are designed to impress the American public with the need for civil defense. *Alert America* originates from Washington, D. C. James J. Wadsworth, FCDA deputy administrator, and Mrs. John L. Whitehurst, assistant administrator in charge of recruiting 17 million volunteers, appeared on the premier program.

HOMEMAKING SERIES

A 24 WEEK series of programs on all facets of homemaking will be presented to Detroit audiences by WJBK-TV in cooperation with the TV department of Michigan State College. Shows will provide actual TV experience for MSC students. James D. Davis and Donald M. Davis, both of MSC's TV department will plan and supervise programs.

COVER GETS RESULTS

KCBS San Francisco is promoting its coverage and audience achievement during recent elections by sending trade reproduction of station's advertisement on cover of Dec. 10 issue of BROADCASTING • TELECASTING. Ad text announces: "Elected . . . by a landslide. Campaigning on a platform of 50,000 watts, the best programming and clear, powerful reception for 9 out of every 10 Northern Californians, KCBS swept to overwhelming Election Day victory. . . ."

MUSICAL STATION BREAKS

WCAU-TV Philadelphia has set 10, 20, and 30 second station breaks to music. The announcements composed by Alan Bergman and recorded by the Tommy Ferguson Trio are used for station identification as well as other standard station break information. Dick Storme of the *Saturday Evening Post* and *Colliers* was commissioned to draw the accompanying video cartoons.

PROMOTION FOLDER

WFIL Philadelphia has released a promotion folder containing trade paper ads over a 2 year period with statistics on the $6-billion Philadelphia market. The folder gives pertinent information to national advertisers and agencies on getting the most out of a radio dollar by using WFIL as an advertising medium.

SPONSORS SAFETY SHOWS

YOUNGSTOWN (Ohio) Municipal Railway Co. will sponsor a series of child safety programs, *Safety in Your School and Mine*, over WKBN Youngstown. The half hour shows, tape recorded in class rooms and student safety patrol meetings, will consist almost entirely of discussions between pupils and teachers.

STATION GETS AWARD

WCTN-AM-TV Minneapolis has received an award from the Minnesota State American Legion for outstanding school safety patrol work done last September when the station organized and conducted a state wide mass induction of more than 20,000 school safety patrol members. Charles Miller, director of radio operations at the station, accepted the award presented by Carl Espeseth, Legion commander.

FARM PROMOTION

WTAG Worcester, Mass., promoted its *Farm Round-Up* show at annual Union Agricultural Meeting held last week in Worcester by recording and playing back voices of those who visited exhibit. During the week, show originated from the meeting.

EILEEN CHRISTY SHOW

NBC Pacific Network's *Eileen Christy and Company* replaced *Charleen Hawkes and Company* as weekly Sunday half-hour show, Jan. 6. Miss Christy, film starlet and 1950 Atwater-Kent award winner, Robert Armbruster and NBC orchestra, feature different guest soloist each week. Howard Wiley is producer-director and John Krafft is writer.

NEW QUIZ SHOW

WERE Cleveland introduces *Turn The Tables*, a quiz show giving listeners a break. Quizmaster Tom Edwards lets them ask him the questions. Participants write in giving name, phone and time they would like to be called. All those who stump him on a question get tickets to a local movie.

PRODUCT PROMOTION

CROSLEY Broadcasting Corp. has launched a merchandising campaign with the distribution of 5,000 display kits featuring products advertised by Crosley's WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. The kits, containing 65 product posters and two headquarters' type window streamers, were sent to grocers in Ohio, Kentucky, Indiana and West Virginia.

SPONSOR HONORED

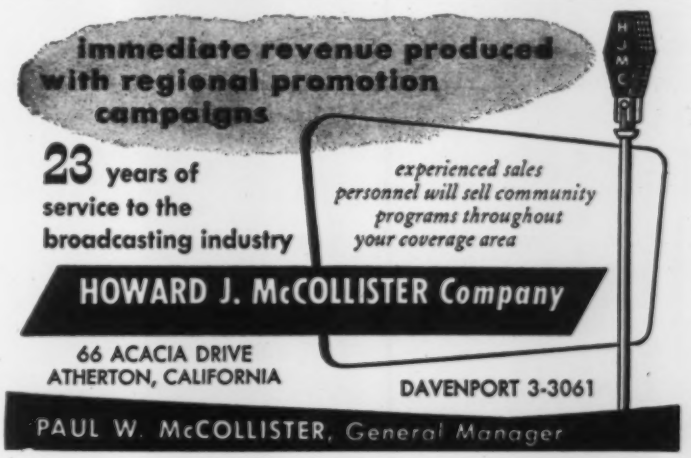
MASSACHUSETTS' Chiefs of Police Assn. last week awarded a certificate for outstanding citizenship to Cott Bottling Co., Boston, sponsor of *Public Prosecutor — Cott Crime Clubs* a program seen weekly on WBZ-TV Boston. Morris Silver, president of the company, and Henry R. Silver, treasurer, accepted the award presented during the program Jan. 5.

PROGRAM EXPANDS

KTTV (TV) Hollywood, *Come Into the Kitchen*, Monday through Friday show, started as half-hour, then three-quarters, then hour, and now will be an hour and a quarter twice weekly. Monday, Wednesday and Friday will remain hour. Freda Nelson and Ed Reimers conduct program.

'CORLISS' ON TV

CBS-TV Hollywood, *Meet Corliss Archer*, weekly Saturday show, 6:30-7 p.m. (EST), begins Jan. 19. Format adheres to CBS Radio and last summer's 11-week TV version. Lugene Sanders plays title role, John Clarr directs, Helen Mack produces and Hal Hudson supervises production.


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

Materials

(Continued from page 29)

ranging generally from 50% to 65% of average base period usage for all materials, with varying percentages for each, in this quarter [B•T, Nov. 26, 1951].

TV set output last year generally was 30% below that of 1950, while the radio receiver schedule compared favorably with 1950. It's difficult to interpret the general 10% reduction for set output, since no figures are available based on allocations for first-quarter of 1952. Conservation techniques pose an intangible factor, as does the degree of military needs.

Radio-Television Mfrs. Assn., in terms of actual set data, places radio set production at roughly 12 million and TV over 5 million the past year, on the basis of figures compiled for the first 11 months of 1951 [B•T, Jan. 7].

The cutbacks will obtain equally for commercial broadcast equipment, such as transmitters, steel towers, and the like. Self-certification for minor quantities of materials is permitted and manufacturers are still turning out towers.

Indirect cutbacks also may be expected through priority channeling of components for military equipment. And there's still little prospect that NPA will lift or modify its ban on color TV equipment manufacture [B•T, Jan. 7].

Electronics' prospects outlined at the trade press conference last Friday also were pointed up in Defense Mobilizer Wilson's quarterly mobilization report. He made these points:

- **"We have now entered the period of severest 'pinch' in the allocation of critical materials . . . The outlook for the remainder of the year (1952) is not fully clear, but we can be sure the 'pinch' will continue into 1953."**
- **"Recent lags in production, or those which may occur over the next few months, can be traced less to tool shortages than to problems of design, testing and modification."**
- **"Interruptions in the flow of vital components for military end-products also resulted in some delays in military production in 1951."**
- **"The base period (average of the first two quarters of 1950) . . . was one of very high consumption of metals in consumer durable goods. . . . Most consumer durable goods will still be produced at 1947-1949 levels."**
- **"Allocation controls imposed in 1951 on materials (nickel, cobalt, tungsten, etc.) are being continued."**

Producers of radio-TV sets and other goods now are getting about 60% of steel and little more than one-third of aluminum and copper used during the base period, Mr. Wilson noted.

In the case of radio and television receivers, Mr. Wilson said, output may be only slightly less during the first quarter of 1952 than for the last quarter of 1951, according to his estimates. Even so, radio-TV production will remain ahead of 1947-48 "growth" levels. Biggest slump was recorded in the third quarter of last year, he noted.

Mr. Wilson observed that satisfactory substitutes can be found for nickel in many instances and that industry has been "successful" in replacing aluminum for copper in electrical equipment. Much copper originally earmarked for electrical conductors may be released for other purposes as a result.

Turning to manpower, the Defense Chief reported that in the last nine months rising employment in defense industries has been "largely offset" by constrictions in consumer goods production. "Both employment and hours fell off sharply in industries producing . . . refrigerators, radios and television sets—in many cases to well under June 1950 levels," he said. Spot shortages of skilled labor are likely to "occur more widely" during 1952.

Mr. Wilson also reported that relaxation of Regulation W on installment buying has resulted in a moderate credit rise after a sharp fall earlier in 1951. Restrictions were relaxed on the purchase of radio-TV receivers and other household goods.

Conservation of scarce raw materials emerged last week at a meeting of a loudspeaker manufacturers industry advisory committee with NPA officials. Government authorities indicated possibility of a limitation order involving weight of permanent magnets used in standard sizes of voice coils in loudspeakers. Such a step is necessary, industry members agreed, to meet expected reductions in nickel and cobalt allocations.

The industry group reported these conservation practices: redesigning of speakers to save 35% of steel and 45% of magnet weight; switch to electromagnetic speakers in TV sets and auto radios; and use of a permanent magnet type.

Magnet inventories are about normal, with radio-TV receiver makers cutting once large backlogs of loudspeakers to normal levels. The industry produced about 20 million units last year, with less than a million going as replacement speakers. Some 15 million will be turned out in '52 for radio-TV sets, phonographs, portable receivers and auto radios, it was estimated.

NPA advised the committee that a limited supply of aluminum wire is now available to replace scarce copper wire in electromagnetic speakers, though use of this wire would require double the steel in field coil structures.

STRIKE THREAT

'Storm' Pay Is Requested

BITTER snow storms in the Sierra mountains in the past fortnight have brought a strike threat from telephone maintenance men along the microwave relay to the West Coast. But telephone officials said there is no immediate threat of interruption in transcontinental TV transmission.

The Independent Order of Repeatermen and Toll Testboardmen at Reno, Nev., announced its members would no longer maintain isolated relay stations during severe storms unless guaranteed pay for time lost due to the storms.

Spokesmen for the union said the Bell Telephone Co. has refused to pay the maintenance men for periods beyond regular working hours during which they are stranded at remote mountain-top stations. They said that several times in recent storms work crews have been snowbound overnight and longer while out on jobs at the stations.

Pending Settlement

"Until this dispute is resolved," a union official said, "we will decline assignment for microwave maintenance where a reasonable possibility exists that we will be isolated and unable to return safely upon completion of maintenance duty."

About 60 maintenance men are involved in the dispute in Nevada and other union members in California, Utah and Wyoming are considering similar refusals to work.

Telephone company officials called the refusal to work "unreasonable" and said the company has been willing to discuss the pay issue from the start.

Roy Buell, division manager of the Pacific Telephone and Telegraph Co. at San Francisco, said the matter of payment for time lost by workers stranded in storms is "under active consideration and the union has been so informed. Until the subject is resolved the union's threatened action of refusing to give service is ill considered."

All of the isolated repeater stations along the relay are well equipped with shelter, emergency rations and other necessities so men stranded there by storms are in no danger, nor are they even threatened with great discomfort, he said.

Mr. Buell also gave assurance that there would be no interruption in TV service along the relay as a result of the stoppage of maintenance service.

The microwave relay equipment is designed to operate automatically under normal conditions and minor maintenance tasks could be handled by other personnel if need be, he said.

However, it was acknowledged that any major breakdown at one of the stations could block the entire system without the help of the trained maintenance crews.

COLLEGE VIDEO

Michigan Buys Kinescope

MICHIGAN State College, East Lansing, is awaiting delivery of a kinescope which will be used to record on 16mm sound film the television programs produced on the campus closed-circuit station. The college expects to have the equipment installed and in operation by March 1.

Dr. Armand L. Hunter, director of TV development, explained the film recordings would be used as a classroom instruction aid for research purposes on campus and for distribution to commercial stations and organizations throughout the state.

Retail Radio

(Continued from page 29)

large stores: First prize to Wolf & Dessauer, Fort Wayne, Ind., which used WANE, WGL, WKJG and WOWO Fort Wayne. By small stores: First prize to Ivy's, Greenville, S. C., which used WFBC and WMRC Greenville.

A special award for outstanding use of the saturation coverage technique was given Brown Thomson Inc., Hartford, Conn., which broadcast over WTHT Hartford.

Honorable mentions were given for effective seasonal promotions to The Killian Co., Cedar Rapids, Iowa, for *Iowa Football* on KCRG Cedar Rapids and to Sears Roebuck & Co., Miami, for *Roebuck Talking Reindeer* on WVCG.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Radio Sells

(Continued from page 28)

vision. The picture never does justice to the watch. On the contrary, it lessens the viewers' appreciation of the sheer beauty of the watch. How much better to create a mental picture for the prospect by radio. And where—at really low cost, Mr. Bulova—is your invaluable factor of frequency of message—of repetition? You as well as manufacturers of branded food and drug products should be well aware that radio provided you, and is still the only medium able to provide you, this priceless factor in your sales strategy."

Asserting that "radio will go as far as broadcasters will permit it to go," he offered a series of "quickies to remember," including "Wherever you go, there's radio"; "Listen while you work"; "No eye woe on radio"; "radio focuses your advertising message on the attention of the listener"; "TV has little program-to-program carryover"; "TV releases its audience at the conclusion of each show, just as stage or movies, and you have not participated"; "TV is pricing itself out of the local market," and "Radio reaches all reached by other media and all the others do not reach."

Radio Compared To Elephant

Mr. Sweeney compared radio's "pull" to that of an elephant and called upon buyers and sellers of time to "evaluate the complete elephant—all 100 million sets of it."

Concerning the ARBI tests, in which radio was found to have outdrawn newspapers, Mr. Sweeney said "radio is prepared to make these tests in any city or group of cities versus any media. Radio won't always win—an elephant can't do everything but we will win enough times to convince national advertisers that if they want to sell their product, they *must* use radio."

BAB, he noted, hopes to make at least 30 such tests this year to help national advertisers determine "how much sales they get when they invest their dollars in radio vs. newspapers, radio vs. magazines, radio vs. television."

He said "we are confident of victory over magazines—a medium that reaches only one-third of the families in this country effectively"—and "would particularly like to go to the mat with our strapping stepchild, television." In the one radio vs. TV test thus far, he recalled, radio won by 2½ to 1.

The ARBI tests collected in "Count Your Customers," Mr. Sweeney said, "matched radio at its worst against newspapers at their best." The participating retailers, he explained, for the most part had no facilities for preparing radio commercial copy, while their newspaper copy was "practiced and professional."

Additionally, he said, "a great many of these tests were made with the retailer paying only the lowest retail rate permissible in newspapers and paying the full one-time national rate in radio." Yet, he noted, "radio won."

He said that radio, like the elephant, is fairly old and not the handsomest, but is "just bigger and stronger than anyone else." He urged his audience to "talk about the whole elephant and what he can do—he can outpull dollar for dollar anywhere at any time, all the lions, tigers, giraffes and peacocks in this jungle."

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

SALES DATA

Denied to ABC by FCC For Merger Hearing

REQUEST for a detailed breakdown of network time sales for 1949 and 1950 according to network, made by ABC early in December, was turned down by FCC last week on the grounds that published data of network gross billings should be adequate.

ABC asked for the information, which is in the Commission's confidential files, in order to submit the figures in part answer to the issue whether there would be lessened competition if the ABC-United Paramount Theatres merger were approved.

However, the Commission told ABC that if it felt it still needed the official data, it could ask FCC Hearing Examiner Leo Resnick for them and he could rule on the request then.

First part of what is considered the test case for the motion picture industry to get into TV station operations is scheduled to begin Tuesday (Jan. 15) in Washington, with the DuMont issues set for the first week of hearing.

DuMont issues encompass the extent of Paramount's alleged control of that electronics manufacturer-TV stations owner-TV network operator—and the license renewal application for its owned and operated WABD (TV) New York, and license applications for WTTG (TV) Washington, WDTV (TV) Pittsburgh.

Hearing, to be held in Room 2230, New Post Office Bldg., Washington, will be continued upon completion of the DuMont case until Feb. 4 when it will resume with the Paramount Pictures Corp. issues. These are: (a) license renewal of KTLA (TV) Los Angeles, (b) modification of construction permit of WBKB (TV) Chicago and (c) the transfer of control of KTLA to Paramount Pictures Corp. and of WBKB to United Paramount Theatres Corp. Also involved is the transfer of control of WSMB New Orleans from Paramount Pictures Inc. to UPT.

Among other pre-hearing activity during the last week: (1) Still before the Commission is a Fanchon & Marco petition for reconsideration of its decision denying the theatre-owners the right to intervene in the case [B•T, Dec. 10, 1951], and a petition from Gordon Brown of WSAY Rochester, N. Y., asking for permission to intervene [B•T, Nov. 12, 1951].

N. Y. BAR REPORT

Criticized by Miami 'Herald'

ANSWER to the report of the Civil Rights Committee of the New York Bar Assn., which took issue with radio-TV coverage of Congressional hearings when a witness is testifying because of alleged danger of prejudice [B•T, Dec. 24, 1951], is contained in a Dec. 20 editorial of *The Miami* (Fla.) *Herald* (WQAM-AM-FM Miami).

The editorial was re-printed in full in Wednesday's issue of the *Congressional Record* by Rep. Jacob K. Javits (D-N. Y.), a supporter of radio-TV coverage of House proceedings as well as of congressional committees.

The *Herald* said, "This lawyer group says that the equipment which goes with this sort of coverage [radio, TV and the newsreel] adds up to a third degree for witnesses.

"That's absurd. TV and the rest didn't third-degree nationally known hoodlums into answering questions at the Senate hearings. They came well schooled by their attorneys. . . .

"Thanks to these media of communication, the American people saw these mobsters in action, actually heard them challenge the right of the United States to inquire into their criminal activities.

"The New York Bar Assn.'s committee says that lights, cameras and recordings devices jeopardize the rights of the witnesses.

"On the contrary, anyone who saw a TV or heard a radio recording of the Kefauver hearings knows that every action of the committee protected the so-called rights of these underworld individuals."

Editorial concluded: " 'The tremendous national audience,' which the bar group fears, can be a major preventive of crime in an out of public office and a guaranty of better government."

(2) Report that the Justice Dept. had officially informed the FCC that it had no intention of intervening. This report brought "no comment" from both FCC and Justice Dept. officials. Fact that the Justice Dept. was not playing a more active role in the FCC hearing was scored by Comr. Robert F. Jones in his dissent against the Commission's denial of the Fanchon & Marco request to intervene in the case [B•T, Dec. 10, 1951]. (3) ABC got permission from Mr. Resnick to take depositions on written interrogatories. This permits it to send out questionnaires on basically non-controversial items and to have the recipients answer them before a notary, who returns them to ABC with his certification. (5) FCC Hearing Chief Frederick W. Ford has from three to five extra attorneys detailed to his staff to assist his regular associates James O. Juntilla and Max Paglin.

Hearing Delayed

SO THAT key witnesses may be present, hearing on petition of George and James Nasser, independent movie producers, to force return from United Artists of four feature motion pictures for purpose of releasing them to television, has been postponed to next Thursday in Los Angeles [B•T, Jan. 7]. Hearing was delayed one week at request of UA New York executives who plan to participate, it was said.

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

Strictly Business

(Continued from page 18)

Westinghouse, Remington Rand and Philco, for whom Video Varieties made what is believed to be the longest business film ever produced: 32 reels of a complete sales convention, which took 5 hours to run.

Mr. Williams has seen "a tremendous increase of interest" in filmed television within the last six to eight months and offers some strong explanations for the trend. First, he says, there is the narrowing difference in production costs between live and filmed programs, plus the durability of the finished product. Also, he feels, the impending thaw of the station construction freeze is causing sponsors to build up a reserve of good programs on film for later availability. Transitions and optical effects, making for greater realism but difficult to produce on a live show, can be achieved more easily on film, he adds.

The general sales manager also believes television filming is quite at home in New York, pointing out that the heart of the industry is located there, near to most clients and sponsors. Much first-rate talent, accusomed to live performances either on TV or the stage, is also available for films in the East, abetted by technicians several years ahead of their Pacific Coast competitors in TV methods, he said.

Known to most friends as "Ote," Mr. Williams was born Dec. 5, 1899, in Norwalk, Ohio, and was educated there at Philips Exeter, and Cornell U., where he was graduated with the Class of '23. First job was with Linde Air Products in New York in the sales department, which he left to join McGraw-Hill. After a short period with *Polo* magazine, Mr. Williams joined the "March of Time" when it was first produced for theatre consumption, remaining until sales management was turned over to RKO.

In August 1935 he joined WOR, MBS key in New York, as account executive, moving to Mutual itself in 1944. He became general manager of WBYN Brooklyn when the *Newark News* purchased the station, staying there while FCC granted permission to move the outlet to Newark and change its call letters to WNJR. Mr. Williams left WNJR in 1948 to assume his present position with Video Varieties.

Besides being among the first to become a member of WOR's $1 Million Club—he has an engraved watch to verify that he passed that sales point—Mr. Williams is also among the charter members of the Radio Executives Club of New York. He is a member of the Cornell Club in New York and the Baltusrol Golf Club, Springfield, N. J.

In addition to golf, Mr. Williams likes skiing and canoe cruising—on the Delaware or other New Jersey rivers, although he finds himself with less and less leisure time. He and his wife, the former Louise Schreyer, live in Summit, N. J., and have two sons, Richard, 22, an ensign in the Navy, and David, 15.

Goodyear Post

APPOINTMENT of K. C. Zonsius as director of advertising for the Goodyear Tire & Rubber Co. was announced last week by R. S. Wilson, vice president and sales manager. Mr. Zonsius succeeds the late J. K. Hough. In turn, Mr. Zonsius, who has been serving as manager of automobile tire sales, will be succeeded by W. E. Still, currently manager of farm tire sales.

THE WEXTON Co., New York, advertising agency, increased its 1951 gross billing 140% over the previous year, Larry Schwartz, president, said last week in a year-end report. This increase is attributed by Mr. Schwartz to expanded budgets of the company's regular accounts, plus acquisition during the year of three food, five apparel, and nine industrial accounts.

STAVROS DEMOPOULOS, (seated), sportscaster for WORZ Orlando, Fla., accepts a $200 check from William O. Murrell, WORZ owner. Mr. Demopoulos was severely injured playing football and, as a result, has little mobility. The $200 will go toward building a mobile broadcast studio to aid the youth in his sportscasting career [B•T, Sept. 24. 1951].

'TINY JOE' JORDAN

Dies After Appendectomy

JOSEPH W. JORDAN, 35, popularly known as "Tiny Joe," died Jan. 2 of complications resulting from an appendectomy. Mr. Jordan was general manager and sportscaster of WSAL Logansport, Ind.

Mr. Jordan

He had been with WSAL three years. Previously, Mr. Jordan was general manager of WKMO Kokomo, Ind., with which he was associated six years. A native of Indianapolis, Mr. Jordan began his radio career as an announcer with WISH and WIBC Indianapolis. Surviving are his wife, Wilma, a son, Jimmy, and a daughter, Mary Jo. He was a member of the Indiana Broadcasters Assn. and Sigma Delta Chi.

Edgar G. Herrmann

EDGAR G. HERRMANN, 58, former sales manager of Westinghouse Home Radio Div., Sunbury, Pa., died at his home in Brooklyn Saturday, Dec. 29. Graduate of Rutgers U., Mr. Herrmann joined what was then the Canadian Victor Talking Machine Co. Shortly after the first World War, becoming Montreal advertising manager, a position he retained when the organization was acquired by RCA and renamed Canadian Victor Phonograph Co. Mr. Herrmann was long associated with the Zenith Radio Corp. in Chicago, serving first as advertising manager and then as sales manager during his 10-year service with firm. He also had been sales manager of Emerson Radio & Manufacturing Co., New York. He is survived by his wife, the former Henrietta Ahrens, and a daughter, Doris Cameron.

PAUL J. SENFT

Ad Veteran Dies Jan. 2

PAUL J. SENFT, 57, veteran of 25 years in broadcast advertising activities, died in New York Jan. 2 following an illness of several months.

An account executive with The Bolling Co., station representative organization, since last August, Mr. Senft had been for the previous decade with George P. Hollingbery Co. In a similar capacity, following 16 years in the radio department of BBDO, New York, Mr. Senft served with the navy during World War I. He was a member of American Legion and Radio Executives Club of New York. He is survived by his wife, Gladys Bennett Senft, a daughter, Mrs. Joy Lockheed, and a son, Paul J. Jr. Funeral services were held at 8 p.m. at Columbus Circle chapel in New York.

Harry Weiner

HARRY WEINER, 50, controller of the Wesley Assoc., New York advertising agency, died at his home in the Bronx Jan. 3 after suffering a heart attack in September. An original member of the agency, he joined it as controller in 1928. He had started his business career as a messenger with *Dry Goods Economist*, becoming member of accounting division there prior to joining Wesley Assoc. Immediate survivors include his wife and two daughters.

KNXT (TV) Hollywood shows increased in evening rating from 9.8 in Nov. 1951 to 10.3 in Dec. 1951, according to L. A. Telepulse ratings. Helping to effect this increase, according to KNXT General Manager Wilbur Edward, was moving transmitter site from Mt. Lee to Mt. Wilson.

Radio Tells Papa

FARMER Leonard Jansen of Fordyce, Neb., was placidly milking his cows in the early morning hours Jan. 1. His radio was tuned to WNAX Yankton-Sioux City, the station says, for news, weather and market reports when a special bulletin informed Mr. Jansen he was the father of the first baby of 1952 born at Sacred Heart Hospital in Yankton. The farmer had taken his wife to the doctor the previous day and she had been kept at the hospital because of winter storms. Later, mother and child were interviewed by George B. German, station reporter, the "radio baby" making her first broadcast at age of two days.

. . . In the Public Interest

Rhodes Scholarship

KVOO Tulsa can take a measure of satisfaction in that a boy whom it was instrumental in helping attend the U. of Tulsa four years ago, has now won a two-year Rhodes Scholarship to study at Oxford U. in England. The boy won a scholarship to Tulsa U. four years ago in finals of *Going to College*, a show aired by KVOO and KWGS, the university's FM station. Now a senior majoring in English, the youth is Carter Revard, from Bartlesville, Okla.

Viewers Buy Truck

CHILDREN followers of *Captain Glenn's Bandwagon*, a puppet show over WLWT (TV) Cincinnati, have purchased a truck for Goodwill Industries, a charity organization. After an appeal for funds over *Bandwagon*, the money was raised with contributions which averaged about 25 cents. Now on order, the truck will have a credit line painted on a side, proclaiming that it was bought by children viewers of the program.

Brings Children Happiness

WJR Detroit's tenor, Fred Kendall, who has a musical show five times a week, a year ago was asked to help the local Children's Hospital in its urgent need for blood. Mr. Kendall did and his success was overwhelming. Not only did he help restock the hospital's blood bank but his singing of children's requests, such as "Rudolph the Red Nosed Reindeer" added immeasurably to their happiness. This year Mr. Kendall returned to the hospital, not to build blood supplies but just to bring a little happiness into the youngsters' lives. During the week of Dec. 17, Mr. Kendall aired the recorded interviews with the children on his program.

Radio Opens Hearts

WERI Westerly, R. I., has demonstrated the power of religious programs in reaching the hearts of listeners. The Rev. Douglas F. Dorchester, conducting WERI's program, *Next Door Minister*, mentioned that a family of displaced persons had arrived in Westerly and were in need. He made no direct appeal. Gifts poured in from listeners of all faiths and in all walks of life, WERI reported.

WAYN Safety Contest

WAYN Rockingham, N. C., has announced a safety contest to reduce traffic accidents. The independent station is offering $50 and $25 Defense Bonds to the two high school students—white or colored—who write the best essays on "How to Stop Accidents in '52." Each essay submitted will be read over WAYN during January and February. Listeners are to send in votes on their choices. In addition, WAYN is tagging safety announcements to each station break. Several local auto dealers are using time on the air to promote traffic safety.

Pedestrian Education

WEIM Fitchburg, Mass., in cooperation with police, is campaigning to educate pedestrians to be safety conscious. Campaign got under way Dec. 1. To date, the number of accidents involving pedestrians has been reduced by nearly 50% as compared with walking casualties this period last year. Police officials have praised WEIM.

Safety Campaign

DAVID MOSS, program director of WESC Greenville, S. C., has created a Saturday morning program in cooperation with the city's traffic safety campaign. A 17-year-old high school senior, who has been selected as "Miss Safety of 1951-52," airs a safety story each week dramatizing the slogan, "Be Careful." A police sergeant is heard on the same theme Saturday evening over WESC's *Sports Review*.

Blood Donor Drive

WVAM Altoona, Pa., conducted a "Windowthon" to spur armed forces drive for blood plasma. News Editor John Riley and a lieutenant from the local Army recruiting office set up shop in a display window of the downtown Pennsylvania Electric Bldg. and decided not to leave until 500 persons had pledged a pint of blood. The men ate, slept and broadcast many of WVAM's local programs from the window and took pledges over the phone. Goal was reached two days later. "Windowthon" was brainchild of Bob Walter, station manager.

Aids Red Cross

KFH Wichita, Kan., originated local shows from Red Cross headquarters to spur drive for blood donors. Among those interviewed were Korean veterans, nurses and doctors. A special show, *Urgent, Call 7-4371*, impressed the Red Cross phone number on minds of listeners and also aired the world premiere of a blood donors' recruitment song, *Red Blooded Americans*. In Wichita, 1,016 pledges were counted and nearby towns within the fringe area reported their best days at blood donors' centers.

Air 'Commerce Report'

THREE stations are now carrying *Commerce Report*, new public service program designed to answer defense production problems for businessmen in the Southwest. The stations include WFAA Dallas, KROD El Paso and KARK Little Rock. Program is written by Elbert J. Haling, former publicity-continuity director for WBAP Fort Worth and WFAA, now regional information director for the U. S. Dept. of Commerce-National production Authority in Texas, Louisiana, Arkansas and Oklahoma.

JOHN W. FRASER Jr. (r), sales representative for KABC San Antonio, has been elected president of the San Antonio Advertising Club. Other officers pictured are Jack N. Pitluk Jr., of the Pitluk Adv. Co., vice president, and Marjorie Holley, the Borden Co., secretary-treasurer.

FREE RADIO FIGHT

Increases in Canada

A CAMPAIGN to show that broadcasting in Canada should have as much freedom as the press and should come under the same laws as the press is being waged by daily newspapers and broadcasting stations. This follows the report of the Royal Commission on Arts, Letters and Sciences, which implied that government control, through the Canadian Broadcasting Corp., should be increased rather than lessened as asked by Canadian independent broadcasters.

Newspapers have taken up the battle, seeing a start of losing the freedom of the press if the powers of CBC become enlarged and may in the future be extended to cover facsimile transmission by newspapers. A series of editorials has been printed by the Winnipeg *Free Press* pointing to the place of radio in modern mass journalism and liberally quoting from court rulings in the U. S.

NEW audience participation video program, *It's in the Bag*, produced by Package Shows Inc., directed by Frank Jacoby and featuring Jerry Toman as emcee, started on NBC-TV Jan. 7 as weekday morning series, Monday-Friday, 10:30-11 a.m. EST.

CONSOLIDATED net income for International Telephone & Telegraph Co. and its subsidiaries for the nine months ending Sept. 30, was $12,636,-119, an increase of $3,888,976 over the corresponding period of 1950.

no if's . . .

BROADCASTING • TELECASTING is best for information about what's going on in the broadcast field. Over the next publication, best by 313.7%.

no and's . . .

BROADCASTING • TELECASTING is best for bringing station advertising to the attention of the nation's top buyers of time. Over the next, best by 445%.

or but's . . .

This is exactly what Fact Finders Associates of New York—one of America's most respected reseach organizations—learned by personal interview survey.

The findings confirm what every other survey in 20 years established; that **BROADCASTING • TELECASTING** is first in circulation, first in readership and first in advertising effectiveness.

More first votes than all other journals combined

BROADCASTING TELECASTING

GALLERY TO NBC

Heads Radio-TV Sports

TOM S. GALLERY, director of sports, news and special events for DuMont TV network, has joined NBC in the post of director of sports for both radio and television, NBC President Joseph H. McConnell announced last Thursday.

Mr. Gallery

His successor at DuMont has not been designated.

Mr. Gallery, identified with the sports field for some 30 years, joined DuMont in 1948 after serving as business manager of the New York Yankees baseball team. NBC pointed out that he represented the Yankees in its experimental telecasts of major league baseball in 1946.

In his new post, he will report to Davidson Taylor, general production executive of NBC-TV.

Bill Stern, who formerly was director of sports for NBC, dropped that title and became sports editor at the time of the last renewal of his contract.

Mr. Gallery entered the sports field in Hollywood shortly after World War I when he helped to organize the Hollywood Legion Stadium and then became its general manager and matchmaker.

Mr. Gallery also is a former vice president and general manager of the Brooklyn Dodgers football team which later became the grid Yankees.

He joined DuMont in 1948 after about three years with the baseball Yankees. Among the TV negotiations in which he has participated are those involving Notre Dame football games, the All-Star football game, the world's championship football games, World Series baseball, the All-Star baseball game, the Joe Walcott-Ezzard Charles heavyweight championship fight (sponsored by a group of TV set manufacturers), various pro-football games and the Shrine East-West charity football game.

HOTPOINT renews for 39 weeks Jim Hurlbut's *Reporter at Large* on WMAQ (NBC) Chicago with this group taking part: Seated, l and r, Ken Brody, manager, Hotpoint's North Central district, and Harry Kopf, NBC Chicago vice president. Standing, l to r, Charles Woods, appliance sales manager for General Electric Supply Corp.; Richard Faulkner, NBC salesman; Alvin Plotkin of agency of same name; Rudi Neubauer, WMAQ sales manager, and Mr. Hurlbut.

CBS TECHNICIANS

Election Set for Jan. 24

NATIONAL Labor Relations Board elections are scheduled for Jan. 24 at CBS owned-and-operated stations so that technicians can choose between National Assn. of Broadcast Engineers & Technicians (CIO) and International Brotherhood of Electrical Workers, AFL unit which has represented them for some years [B•T, Dec. 24, 1951].

Part of general expansion undertaken by NABET in recent months in regard to performers, writers, announcers, directors, and scenery designers, the action by the CIO has raised charges of raiding from other unions. It has been brought up for discussion at National Assn. of Broadcast Unions and Guilds, which includes many AFL groups, National Television Council of Authors League of America, and NABET among its membership.

NABET participation in NABUG had been a subject of reconsideration as early as October, with problem to resolve what is expansion within a union's own scope and what activities constitute raiding. NABET sent two representatives from Chicago to participate in last NABUG discussions Dec. 19.

Probability is that an investigating committee will be named by NABUG at its next meeting, on Wednesday, to parallel a fact-finding committee of observers employed in legitimate theatre. Admitting there are problems to be worked out, NABUG's National Chairman Oliver Nicoll insists that solutions will be arrived at "democratically" and that opposing unions in NABUG all are approaching the matter with "open minds."

SAFETY COMMITTEE

Cantor, Storm Are Named

EDDIE CANTOR and Gale Storm have been named chairman and vice chairman of the Radio and Motion Picture Committee of the National Safety Council, Chicago, for 1952. They succeed Phil Harris and Gloria DeHaven.

Committee members in the Midwest are Don McNeill as vice chairman and Jackie Kelk as junior vice chairman. The entire group includes 100 "outstanding" entertainment personalities who work with the council in helping prevent accidents. Previous committee chairmen were Jack Carson and Bill Goodwin, the latter having organized the committee in 1947.

Fifth BBM Survey

BUREAU of Broadcast Measurement, Toronto, has awarded contract to handle BBM's 1952 survey to International Surveys Ltd., Montreal. Survey will be made to determine the listening of 130 BBM member stations in Canada. This will be the organization's fifth survey and is expected to be ready for distribution by summer.

GOODWILL PLANS

Outlined at Sales Meet

NEW YEAR'S plans and policies for the Goodwill Stations—WJR Detroit, WGAR Cleveland, KMPC Los Angeles—were developed at a sales strategy meeting of key officials led by President John Patt at the Goodwill eastern office in New York last Wednesday and Thursday.

President Patt said the stations expect to boost 1952's volume of business over that of "banner" 1951.

Decisions reached at the sessions were summarized as follows:

(1) Stations reaffirmed high standards set in code of practices adopted a number of years ago. . . . Overlong commercials, misleading direct selling and copy in poor taste or giving offense were again declared taboo.

(2) Decision to continue to expand recent pilot audience and impact studies in all three markets.

(3) All stations to make no major rate increases at this time, but reaffirm long-standing belief that radio rates are still low. (Two of the three stations, it was pointed out, raised rates in 1951.)

(4) Set in motion several promotion and advertising projects including new up-to-date market data and new presentations calculated to assist buyers in the use of radio in the three markets.

Cites Spot Rise

Gordon Gray, vice president for national sales, who presided over the meetings, called attention to a "marked resurgence" of interest in radio by national spot advertisers this year as compared to a year ago.

President Patt, forecasting an increase in business volume this year, said "we are glad that there are other like-minded stations which, with our group, will continue to keep broadcasting the great medium that it is."

He said the eastern office, set up four months ago, has established "a two way street" in the exchange of information, ideas and service between buyers and sellers of time, and that the expansion of this service in 1952 is "likely."

Participating in the meeting, in addition to Messrs. Patt and Gray, were Carl George, vice president and general manager of WGAR; John Garfield, WGAR sales manager; Worth Kramer, vice president and general manager of WJR; Elmer Wayne, WJR sales manager, and Robert Reynolds, vice president and general manager of KMPC.

Olson Rug on MBS

OLSON RUG Co., Chicago, began its first network radio show Friday with sponsorship of Gabriel Heatter on Mutual from 6:30-6:45 p.m. CST. Agency is Presba, Fellers & Presba, same city. Schedule runs for six weeks in about 50 markets as a test, with results determining expansion.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Simon House

TAKE ME BACK

On Records: **Billy Eckstine—MGM 11125; Don Cherry—Dec. 27904; Buddy Greco—Coral 60623; June Valli-Hugo Winterhalter—Vic.*; Skip Farrell—Mer.*; Gordon MacRae—Cap.*.**

***Soon to be released.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

4-WAY SERVICE

Standard Promotes Hagenah, TeeGarden

APPOINTMENT of Gus Hagenah and Lewis TeeGarden as managing directors of Standard Radio Transcription Services Inc. was announced last week by co-owners Gerald King and Milton M. Blink, president and vice president respectively, effective Feb. 1.

Messrs. Blink and King will concentrate their activities on United Television Programs, of which they also are principal owners, while Messrs. Hagenah and TeeGarden will operate Standard Radio.

Mr. Hagenah will maintain headquarters in Chicago, and Mr. TeeGarden will operate from Los Angeles headquarters. Vice President Alex Sherwood will continue to operate from the transcription firm's New York offices.

Messrs. Blink and King notified subscribers of "a new sponsor-tailored service," including "sponsor-tailored shows, sponsor-tailored scripts, sponsor-tailored ideas, and sponsor-tailored commercial copy formats." This service, they said, "will be the greatest advance in the library field since Standard started in 1934, geared to the slogan: 'You Get More for Your Dough on Radio.'" They described the service as radio's answer to the long-standing stations problem of competing with newspaper mat service.

Mr. Hagenah, who has been vice president and executive manager, has been with the firm in Chicago for seven years while Mr. TeeGarden, secretary and co-manager, has been with the company for 12 years. Mr. Sherwood also has been with the organization more than 12 years.

Mr. Hagenah Mr. TeeGarden

TORONTO STRIKE

Radio Gives Service

TORONTO broadcasting stations came to the rescue when Canada's second largest city, with population of over one million, was hit by a sudden transportation strike Jan. 4. The 4,700 employes of the municipally-owned Toronto Transportation Commission, including bus lines throughout southern and central Ontario, went on strike 5 a.m. Jan. 4 after turning down findings of a government-appointed conciliation board which ruled in favor of the commission.

CKFH Toronto carried tape recordings of decision of operators to go on strike shortly after midnight. From then on, all privately-owned broadcasting stations in Toronto and vicinity (CFRB, CKEY, CHUM, CKLB) carried announcements and news telling citizens how to get to their work, announcing car pools for firms which would pick up their employes at specified times and places. Announcements went on for the first day, giving a chance for most workers to get to their offices and factories on time.

WHOO-AM-FM SALE

Is Approved by FCC

PURCHASE of WHOO-AM-FM Orlando, Fla., by Edward Lamb for $200,000 [B•T, Oct. 15, 1951, *et seq.*] was approved by FCC last week. This gives Mr. Lamb his second AM-FM combination. He owns WTOD and WTRT (FM) in his home town of Toledo. Mr. Lamb also owns TV stations WTVN Columbus, Ohio, and WICU Erie, Pa. He is publisher of the *Erie Dispatch*.

Sale approval was fought by Rep. Leonard W. Hall (R-N. Y.), who alleged that Mr. Lamb was too close to organizations declared subversive by the Attorney General. Mr. Lamb denied the charges. A protest against the sale of the station to Mr. Lamb by the Catholic War Veterans was withdrawn two weeks ago [B•T, Jan. 7].

Comr. Robert F. Jones voted to hold a hearing on the transfer.

RADIO SURVEY

Names Best for Children

FORTY-FIVE network radio programs in six different categories were recommended for children's listening in a recent survey by the California State Dept. of Education.

The survey, conducted by a committee of the department's Audio-Visual Bureau, was designed to guide parents and teachers in the use of radio as a supplement to school studies. The educators, in issuing their report, qualified their selections by emphasizing that the survey did not pretend to be comprehensive.

There was no attempt by the surveyors to condemn any radio offerings as unsatisfactory. Its only intent was to select those "believed adaptable for in-school and out-of-school use." The report also contained instructions for parents and teachers on how best to use the recommended programs for their children's education.

NBC fared much better than any other network in the survey—approximately 45% of the recommended shows were carried over NBC. ABC and Mutual each had 20% and CBS had the remainder, a little more than 15%.

The programs were mostly shows considered adult offerings and were categorized as news, social studies, drama, music, special young people's programs and miscellaneous offerings.

In addition to the network recommendations, a long list of local and regional programs were recommended.

CHARLES MICHELSON Inc., New York, radio and TV transcription firm, will release new radio series this month. Titled *Janet Williams Chats About Children*, series will consist of five-minute programs, 65 of which have been completed. Canadian Canners Ltd. (Aylmer's Baby Food), has purchased programs for broadcast on 19 Dominion stations.

'VOICE OF AMERICA' IN U.S.

Series Is Offered for Domestic Broadcast

VOICE OF AMERICA has prepared a series of 13 quarter-hour programs for domestic consumption.

Radio stations within the continental limits of the United States can obtain the series without charge by writing Associated Broadcasters Inc., Box 87, Hollywood, Calif.

Programs one through eight will be mailed out immediately. Remaining five shows are to be available before the end of this month.

Availability of the programs as a public service was announced in Washington by George B. Hughes, vice president, Associated Broadcasters Inc., and William A. Wood, chief of radio, U. S. Dept. of State.

Based upon actual State Dept. files, each chapter dramatizes a different phase of "Voice" activities.

Entitled *Your Voice of America*, the series was recorded in Hollywood. It features Gerald Mohr, movie actor, and several professional radio actors. Mr. Mohr serves as narrator.

Your Voice of America is being contributed by Wesley I. Dumm, chairman of the Facilities Group of the Radio Advisory Committee to the U. S. Advisory Commission on Information. Mr. Dumm also is president of Associated Broadcasters Inc., San Francisco, which is producing, recording, processing and distributing the series.

First eight of the programs deal with such topics as the work and effectiveness of VOA; the stories of Cardinal Mindzenty and Madam Kasenkina; how VOA invited young Red delegates to the August 1951 Berlin Youth Festival to visit the Western Zone of Berlin and see the free world for themselves, and how VOA beams the President's messages to the world.

FREEDOM ADVERTISERS

New Committee Is Formed

A NON-PROFIT committee, Advertisers for Freedom, has been organized to encourage U.S. business to sell the free enterprise system by "political advertising."

R. Leigh Smith Jr., member of the public relations department of J. Walter Thompson Co., New York, is chairman. Other directors are H. Glenn Chaffer, advertising and sales promotion department, General Electric Co., Bridgeport, Conn.; J. Brian Quinn, accountant at Allen B. DuMont Labs.; William Romaine, in the legal department of Colonial Airlines, and Everett Easter of Erwin, Wasey & Co., New York.

Mr. Smith said the group is backed by several business leaders whose identities he is not ready to divulge. Its purpose will be to convince industrialists and businessmen that only advertising keeps America sold on capitalism and can advance the political interests of U.S. business.

SCREEN GEMS Inc., subsidiary of Columbia Pictures, has signed a two-year contract with Hal Tate, Chicago radio and TV packager and performer, retaining him exclusively as producer-disc emcee on the company's new musical short series called *TV Disc Jockey Toons*. The syndicated series has popular and standard musical selections on recordings backgrounded by three-minute short video features, both live-action and cartoon.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

In Canada more people listen* to CFRB Toronto regularly than to any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

milestones

► TESTIMONIAL dinner was given for Albert H. Jackson, supervisor of studio engineers at WTIC Hartford, Conn., late in December on the occasion of his 25th anniversary with the station. He was given several gifts. Mr. Jackson joined the WTIC staff in 1926 after graduation from the RCA Institute and service as a radio operator in the Merchant Marine. He was promoted to supervisor in 1934, and during World War II served in the European Theatre as a Signal Corps captain.

► WIP Philadelphia has presented an award of merit to a sponsor who completed his 10th consecutive year of broadcasting with the station. The sponsor, Dr. H. N. Shor, began with *Unseen Advisor*, a program he still continues to use. Today, in addition, Dr. Shor sponsors a half-hour musical show and a news and sports commentary. Benedict Gimbel Jr., WIP president-general manager, presented the award to Dr. Shor for his "high regard for public interest, news and entertainment . . . and for maintaining the highest standards of radio advertising."

► CBS Radio *Meet Corliss Archer* began its tenth year on the network Jan. 6. Janet Waldo, star of the show, has played the part since the first broadcast. Sponsor is America's Business-Managed Electric Light and Power Companies.

► Gene Autry, star of CBS Radio *Gene Autry Show*, completed his 12th consecutive year with the same sponsor, William Wrigley Jr. Co., Jan. 5 (Saturday).

► WISL Shamokin, Pa., is to observe its fourth anniversary Jan. 25. Four-year-old children will make station breaks, saying, "I am four years old today. This is WISL Shamokin." During February, Charles R. Petrie, WISL general manager, will chalk up his 25th year in radio. Mr. Petrie began his radio career as a freelance broadcaster in 1927 in Allentown, Pa.

► KPIX (TV) San Francisco celebrated its third anniversary in December. The station, first on the air in San Francisco, officially launched its telecast schedule with the East-West Shrine football game Christmas Day, 1948, but test programs were on the air the day before.

FIVE KOIN Portland, Ore., staffers joined the station's "10-20 Year Club" at a recent banquet in their honor. With 20 years affiliation are (standing, l to r) Louis Bookwalter, director of engineering for KOIN and KJR Seattle; Byron Paul and Lloyd Woodell, technicians; 10-year members are (seated, l to r) Dale Denny, news editor, and Stan Warwick, announcer. With these additions, KOIN now has 33 members who have been with the station 10 years or more.

NBC Benefit Concert

ARTURO TOSCANINI concludes his 14th NBC symphony season March 29 with broadcast of Beethoven's Ninth Symphony originating from Carnegie Hall benefit concert for the New York Infirmary. Funds will be used for the $3,600,000 hospital, construction of which will start the day after the broadcast, Mrs. David Sarnoff, chairman of Infirmary Concert Committee, has announced. About $600,000 is still needed for the 10-story, 215-bed building.

TIME FOR BEANY, children's TV show syndicated by Paramount TV's KTLA Hollywood, is subject of *Beany Comic Magazine*, being published by Dell Publishing Co.

SARATOGA SPRINGS AM

Proposed in Initial Decision

NEW AM station at Saratoga Springs, N. Y., for Spa Brodcasters Inc. on 900 kc with 250 w daytime is proposed in an initial decision by FCC Hearing Examiner Hugh B. Hutchinson. At the same time the examiner proposed denial by default an application for the same facilities by Saratoga Broadcasting Co.

The examiner found that the members of Saratoga Broadcasting Co. did not appear at the original hearing scheduled between Saratoga and Spa. When the hearing was rescheduled, eight months later, the examiner said Saratoga was "totally unprepared to present evidence in support of its proposal" and showed a "continuing attitude of indifference and lack of responsibility."

The proposed station would be the first in Saratoga Springs. Spa Broadcasters Inc. is owned by John A .Woods (25%), former New York City automobile dealer and now transmitter engineer at WWSC Glens Falls, N. Y.; Richard O'Connor (50%), manager of a dairy farm, and Joseph F. Donahue (25%), who is employed as a U. S. Government supply officer. Cost of construction is estimated at $9,250 (based partly upon the prospective purchase of a transmitter and antenna from WWSC which has a permit for change in facilities). First year operating cost is estimated at $39,984 and first year revenue $47,000.

DON LEE POSTS

Sales Staff Is Realigned

IN A MAJOR realignment of executive sales duties and responsibilities Willet Brown, president of Don Lee Broadcasting System and KHJ-TV Hollywood, last week named two new national advertising managers and added three account executives to radio and television staffs.

Art Mortensen, who joined Don Lee sales last September, was named national advertising manager of the radio division. He succeeds Henry Gerstenkorn, who resigned last week to join Raymond R. Morgan Co., Hollywood, as account executive and agency contact. Mr. Mortensen, who will work directly with Mr. Morgan, president, and Robert Temple, executive vice president, formerly was merchandising manager for CBS Columbia Pacific Network and later CBS Radio Sales account executive. More recently he was an account executive for Earle C. Anthony Inc. television division.

John Bradley, KHJ-TV sales manager, was elevated to national advertising manager for Don Lee Television. He was account executive and sales manager of KFI and KFI-TV before joining KHJ-TV when Don Lee purchased KFI-TV (now KHJ-TV) from Earle C. Anthony Inc.

John Reynolds, Hollywood account executive, returns to Don Lee as KHJ-TV sales manager, taking over Mr. Bradley's former duties. Jack Jennings, KHJ account executive, shifts to KHJ-TV in same capacity. Joe Parsons takes over his former KHJ assignments. Mr. Parsons was account executive at Maloney, Regan, Schmidt, newspaper representative. Marion Harris, KFI account executive, joins KHJ in similar capacity, replacing Dave Williamson who shifted to ABC-TV Los Angeles sales division.

Main Studio Waiver

WAIVER of FCC rule which requires that a majority of programs originate from the main studio of a station has been granted WIBU Poynette, Wis., and WWCF (FM) Baraboo, Wis., by the Commission. Both stations, operated by William L. Forrest, present "an unusual situation," the Commission said, "in that their entire service areas are almost exclusively rural. . . . [and] in order to serve these areas it is necessary to originate programs from a number of cities which cannot provide a majority of the stations' programs."

RAYTHEON Mfg. Co., Waltham, Mass., has leased a one-story brick building, now under construction in Waltham, to accommodate its expanding research, engineering, and manufacturing divisions. Building will provide 50,000 square feet of space in addition to the 1,500,000 square feet now occupied by Raytheon and will allow the company to increase its employes by about 400 people. Occupancy is scheduled for late spring.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

New Merrick Firm

LELAND MERRICK, promotion director for WNYC, New York's municipal outlet, will resign effective Jan. 15 to form his own merchandising and promotion organization. Operating out of New York, new company will reverse usual procedure of merchandising firms in that campaigns will be aimed directly at the public since "TV has made show business a buyer's market," according to Mr. Merrick. Spokesman for WNYC said that successor to Mr. Merrick will be named later in January.

Displaced Persons

DISPLACED Persons Commission, Washington 25, D. C., is calling attention of program directors to feature stories in "your town" concerning the resettlement of European refugees from communism. The Commission suggests stations ask ministers, priests and rabbis for names of local displaced persons who have made adjustments in "your home town," many of whom have done volunteer work for Voice of America. Russ Bauer, director, DPC information and editorial division, also wishes to thank America's radio stations for having been "outstandingly cooperative" in aiding the program heretofore.

New Business

(Continued from page 16)

Inc. and Dan B. Miner Co. to handle advertising. Radio and TV will continue to be used.

SCOTT-STOP MOTEL Inc., S. F. (promotion organization for western motels), appoints Richard N. Meltzer Adv., S. F. Radio will be used.

BENBOW MFG. Co., Burlingame, Calif. (electrical safety equipment), appoints Knollin Adv., S. F.

SHASTA WATER Co., S. F., appoints Knox Reeves Adv., S. F. **DAVE ORTHWEIN** is account executive. Media plans are to be announced soon for spring campaign.

MACMILLAN PETROLEUM Corp., L. A. (MacMillan Ring Free Motor Oil), reappoints Roy S. Durstine Adv., N. Y.

WEISS & GELLER, N. Y., appointed representative for Sweetop Creamed Frosting, North America Sweets Co., N. Y., and Newton Industries, N. Y.

OELRICH & BERRY Co. (Old Manse Syrup and Old Manse Jams and Jellies), Chicago, appoints Grant Adv., Chicago.

WJJD Chicago names **CHARLES S. TEMKIN AGENCY**, same city.

SANTA CLARA PACKING Co., San Jose (packer of Glorietta tomato aspic and specialty foods), appoints Long Adv. Service, S. F.

Adpeople • • •

GEORGE PILLSBURY, son of the board chairman of Pillsbury Mills, Minneapolis, named manager of the bakery product sales division.

ALAN DRUCKER, Paramount Pictures, appointed to advertising staff Benrus Watch Co., N. Y. He will take charge of all advertising, research and market analysis.

ONE SPOT DOES IT

KIWW's Assist to Paper

BROADCAST and printed media joined hands in San Antonio during the release of names of Americans reported by the communists to be prisoners of war in the Korean Theatre, according to KIWW San Antonio.

Local newspaper, *The San Antonio Light*, one of two English language dailies in the area, after printing names three times appealed to the station to help locate the parents of three persons reported to be held prisoner by the enemy. All three were of Mexican families. KIWW broadcasts in Spanish.

The station aired one spot announcement as an emergency measure, naming the POW's and requesting telephone calls for any information leading to the parents' whereabouts. Station reports: "Immediately following our announcement, the parents of two of these Mexican boys called the station." In the third case, the parents were separated but each called from a different location stating it was their son reported as a POW.

Safety Committee

PUBLIC SAFETY Education Committee of the National Safety Council, Chicago, for 1952 will include Marion Glick, news editor, DuMont Television Network; Arthur Harre, manager, WJJD Chicago; William B. Ray, news and special events director, NBC Chicago, and George Heineman, program director, WNBQ (TV) Chicago. They were reappointed. The group acts as advisor to the Traffic Safety Committee's "Operation Safety" project.

NBC Show Cited

NBC's *The Silent Men*, documentary series devoted to showing how government agents combat crime, has been praised by Charles E. Dillon, chief of Radio-Television Branch, Dept. of Defense, for its program exposing fraud aimed at relatives of G. I.'s killed in Korea.

VEST POCKET MIKE

Is Shown to FCC Commissioners in Tryout

WIRELESS microphone, so small it fits in breast pocket of a man's jacket, has been demonstrated to FCC Commissioners and staff.

Device has range of 125 ft. from receiving antenna and is reported to have a flat response from 35 to 16,000 cps.

Designed for TV and motion picture studio use—obviating the need for microphone booms—the device consists of a one-inch condenser microphone mounted atop a case enclosing a two-tube FM transmitter, which weighs five ounces and radiates five millivolts. Associated is a 3-ounce power pack, containing a 60-v. B battery and a 1.5-v. A battery. Power pack will run three consecutive hours, it was said.

Stephens Radio Link, as the equipment is called, is manufactured by Stephens Mfg. Co., 8538 Warner Dr., Culver City, Calif. Stephens is the manufacturer of "Tru Sonic" microphones and other sound equipment used by the motion picture industry. Distributor for Stephens products is RYB Inc., 463 S. Robertson Blvd., Beverly Hills, Calif. No price has been put on the product yet.

Its manufacturer hopes to get FCC approval to sell the device without the need of each microphone being licensed. Device works best on 50 mc, it was reported, and it is hoped to establish it under the Industrial-Scientific-Medical classification of the FCC's Rules. These include diathermy, x-ray, neon signs and other apparatus that have limited radiation of electromagnetic waves.

Interest has been evinced by ABC and CBS, as well as by MGM, the manufacturer reported. Some sets have been already sold to a Los Angeles detective agency, the Signal Corps and the Central Intelligence Agency.

During the FCC demonstrations, the equipment was used for speech communication and such sound effects as footsteps, door slamming, telephone dialing, typing, etc.

Present at the FCC demonstrations were Robert Lee Stephens, president, Stephens Manufacturing Corp.; Arthur Rothfeder, president, RYB Inc.; Eddie Yuhl, vice president, RYB Inc.; and attorneys W. Ervin James, Montgomery, Ala., and John E. Stephen, Hofheinz & Stephen, Houston.

FTC Charges Ripley

COMPLAINT charging Ripley Mfg. Corp., New York, with using allegedly false commercials on television as well as in other advertising media has been filed by the Federal Trade Commission. FTC claims that Ripley misrepresented its clothing as "tailor made."

January 4 Decisions . . .

COMMISSION EN BANC

Extend Authority

WGUY-FM Portland, Me.—Granted extension of special experimental authority to operate station by remote control from studio at Bangor, Maine, to March 1—expiration date of station license.

WVBT (FM) Ithaca, N. Y.—Granted extension of special experimental authority to operate station by remote control from Rural Radio Network station WVCN DeRuyter, N. Y., for period ending June 1.

To Remain Silent

WSRK (FM) Shelbyville, Ind.—Granted authority to remain silent for 60 days from Jan. 10, pending financial reorganization; station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

Denied Studio Move

WBUD Morrisville, Pa.—Denied request to move main studio to Trenton, N. J., pending decision on application for modification of CP to change trans. location.

Designated for Hearing

Green Bay Bcstg. Co. Menominee, Mich., and M & M Bcstg. Co. Gladstone, Mich. — Designated for consolidated hearing, at time and place to be specified later, applications for new stations on 1490 kc 250 w fulltime; made WOSH Oshkosh, Wis., party to proceeding.

WEBK Tampa, Fla.—Designated for hearing application to change from 1590 kc 1 kw day to 1300 kc 1 kw day in consolidated hearing with applications of Gulf Beaches Bcstg. Co., St. Petersburg, Fla., and Alabama-Gulf Radio, Foley, Ala., scheduled for hearing in Washington on Feb. 11; added new issues regarding possible interference by WEBK to operate as proposed to order of July 18 designating latter two for hearing.

License Renewals

Following granted renewal of licenses for regular period:

WLYC-FM Williamsport, Pa.; WICA-FM Ashtabula, Ohio; KLZ-FM Denver; WCTW (FM) New Castle, Ind.; WMRI Marion, Ind.; WARA Attleboro, Mass.; WBEX Chillicothe, Ohio; WMUS Muskegon, Mich., and WLOL Minneapolis, Minn.

FOR FINEST TAPE RECORDING
WABB
Mobile, Ala.
USES
Magnecord
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation or portable equipment
For new catalog — write
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JANUARY 4 THROUGH JANUARY 10

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 4 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WIHL Hammond, Ind.—CP to change frequency from 730 kc, day, to 1400 kc, fulltime, with 250 w.

License Renewal

WHBC-FM Canton, Ohio—Renewal of license.

Location Change

WAVE-TV Louisville, Ky.—Amend application (which requests CP to change from Ch. 5 to Ch. 3, increase ERP to 100 kw vis., 50 kw aur., etc.) to change trans. location from 334 E. Broadway, Louisville, to near Bald Knob, four miles north of New Albany, Ind., and change ant. equipment, etc.

January 7 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Theodore Rozzell and William Paul Brown, Clovis, N. M.—Amend application (which requests CP for new AM station, 1310 kc, 1 kw day) to change frequency to 910 kc, change trans. and main studio location to Roswell, N. M., change ant., etc.

FM—101.1 mc (Ch. 266)

KHJ-FM Los Angeles—CP to change ERP to 16.8 kw, ant. height above average terrain to 2,926 ft., trans. location from Mt. Lee to Mt. Wilson, change ant., etc.

TV—Ch. 9

WXEL (TV) Parma, Ohio (Cleveland)—CP to change ERP from 21 kw vis. to 8.5 kw vis., 13 kw aur. to 4.25 kw aur., install new ant., etc.

WGN-TV Chicago—Amend application to change ERP from 29 kw vis. to 200 kw vis., 14.5 kw aur. to 100 kw aur., etc.

TV—Ch. 11

WHAS-TV Louisville, Ky.—CP to change from Ch. 9 to Ch. 11, increase ERP from 9.6 kw vis. to 200 kw vis., 7.2 kw aur. to 100 kw aur., change equipment, etc.

License for CP

KGMC Englewood, Col.—License for CP, as mod., authorizing new AM station.

Modification of CP

WNCA Siler City, N. C.—Mod. CP, authorizing new AM station, for approval of ant., trans., main studio location.

WIVI Christiansted, Virgin Islands—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WTVJ (TV) Miami, Fla.—Mod. CP, as mod., authorizing new TV station, for extension of completion date.

WEEK Peoria, Ill.—Mod. CP, authorizing change in DA, for extension of completion date.

KUSD Vermillion, S. D.—Mod. CP, as mod., authorizing frequency change, power increase, change in trans. location, ant., new DA, etc., for extension of completion date.

KEPO El Paso, Tex.—Mod. CP, as mod., authorizing power increase, change in DA, etc., for extension of completion date.

License Renewal

Following stations request renewal of license:

WMNB North Adams, Mass., WCOV-FM Covington, Ky., KNX-FM Los Angeles, WJHP-FM Jacksonville, Fla., WTSP-FM St. Petersburg, Fla., KTTS-FM Springfield, Mo., WBNY-FM Buffalo, N. Y., WMFD-FM Wilmington, N. C., WIBG-FM Philadelphia, WKOK-FM Sunbury, Pa., and KRLD-FM Dallas, Tex.

January 7 Decisions . . .

BY THE SECRETARY

Granted Licenses

KOKH Oklahoma City, Okla.—Granted license new noncommercial educational FM station; 88.9 mc (Ch. 205), 7.6 kw, ant. 120 ft.

KCNA Tucson, Ariz.—Granted license covering facilities change, installation of new trans., DA and change in trans. location.

WNPT Northport, Ala.—Granted license new AM station; 1280 kc 1 kw day.

KFSB Joplin, Mo.—Granted license covering changes in DA, cond.; 1310 kc 5 kw-D, 1 kw-N, DA-2.

WBSC Bennettsville, S. C.—Granted license covering facilities change, installation of DA-N, change in trans. and studio locations and installation of a new trans., cond.; 1550 kc 10 kw-D, 5 kw N, DA-N.

KBOX Modesto, Calif.—Granted license new AM station; 970 kc 1 kw DA-2, fulltime, cond.

KPUY Puyallup, Wash.—Granted license new AM station; 1450 kc 100 w. fulltime.

WFMC Goldsboro, N. C.—Granted license new AM station; 730 kc, 1 kw, day.

WNBC-FM New York—Granted license covering changes in FM station; 97.1 mc (Ch. 246), ERP 1.1 kw, ant. 1445 ft.

To Rebroadcast Weather

KFIR North Bend, Ore.—Granted authority to rebroadcast (live or taped) weather information from local CAA station, "North Bend Radio," in accordance with Sec. 3.191(d) of Rules.

Granted Modifications

KWBM Williston, N. D. — Granted mod. of license to change name to Charles L. Scofield and James C. Carson (in lieu of James Caravaras) d/b as KWBM Broadcasting Co. (no change in ownership).

WOOF Dothan, Ala.—Granted mod. CP to change trans. location and extend commencement and completion dates to March 2 and Sept. 2 respectively.

Granted Extensions

Following were granted mod. CP's for extension of completion dates as shown:

KACE Dallas, Tex., to 6-30-52, cond.; KGEZ Kalispell, Mont., to 5-15-52, cond.; WROS Scottsboro, Ala., to 3-30-52; WKNK Muskegon, Mich., to 7-3-52, cond.; WERH Hamilton, Ala., to 8-8-52; WLOK-FM Lima, Ohio, to 7-18-52; KANU Lawrence, Kan., to 7-10-52; WJKO-FM Springfield, Mass., to 7-5-52; KGDM Stockton, Calif., to 7-3-52, cond.; KSRT Beverly Hills, Calif., to 6-12-52; KDSJ Deadwood, S. D., to 6-1-52, cond.

ACTIONS ON MOTIONS

By Com. Paul A. Walker

WLIZ Bridgeport, Conn.—Granted petition for dismissal without prejudice its application.

The Rural Bcstg. Co. of Ohio Oak Harbor, Ohio, and WTOD Toledo, Ohio, and The Midwestern Bcstg. Co. Toledo, Ohio—Granted petitions of Rural Bcstg. WTOD and The Midwestern Bcstg. Co. for correction in various respects of transcript of hearing in proceeding upon their applications, et al.

A. D. Ring & Co. Washington—Granted petition for extension of time to Feb. 4 to file exceptions to initial decision re its application.

By Hearing Examiner Elizabeth Smith

KXO El Centro, Calif.—Granted petition for continuance of hearing from Jan. 7 to March 3 in proceeding upon application of Desert Radio and Telecasting Co., Palm Springs, Calif.

Lyman Brown Enterprises Brownwood, Texas—Granted petition for continuance of further hearing from Jan. 14 to Jan. 30 in Washington re its application and that of Eastland County Bcstg. Co., Eastland, Tex.

By Hearing Examiner James D. Cunningham

Eastern Carolina Bcstg Co. Greenville, N. C.—Dismissed as moot petition of Dec. 11 to amend application and remove from hearing docket; record closed on Dec. 11, 1951.

WKOW Madison, Wis.—Upon request of Commission's counsel in proceeding hearing continued to Jan. 28 in Madison, Wis.

By Hearing Examiner Leo Resnick

Lee County Bcstg. Co., Bishopville, S. C.—Hearing continued from Jan. 3 to Jan. 24 in Washington in proceeding re its application pending action on petition to amend and further requesting that application, as amended, be removed from hearing docket.

By Hearing Examiner J. D. Bond

WOL Washington, D. C.—Granted petition for continuance of hearing from Jan. 8 to Feb. 7 in proceeding re its application.

By Hearing Examiner Hugh B. Hutchison

WQAN Scranton, Pa.—Reopened record in proceeding in order that full

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and complete evidence be presented concerning present or future affiliation of WARM Scranton, Pa., with ABC (information required in order to make an appropriate determination of the issues re WQAN); hearing to be held at Washington on Jan. 14.

January 8 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

WOAY Oak Hill, W. Va.—CP to increase power from 5 kw to 10 kw.

AM—1220 kc

KIBE Palo Alto, Calif.—CP to change power from 250 w-D to 1 kw-D.

License for CP

KOA-FM Denver—License for CP authorizing reinstatement of CP, as mod., for new FM station.

WMIT (FM) Clingman's Peak, N. C.—License for CP, authorizing reinstatement of CP, for new FM station contingent upon grant of application for mod. CP to change ERP, ant., etc.

Modification of CP

WPRT Prestonsburg, Ky.—Mod. CP, authorizing new AM station, for extention of completion date.

WDMJ Marquette, Mich.—Mod. CP, as mod., authorizing frequency change, power increase, new trans., new DA-N and change in trans. location, for extension of completion date.

WMIT (FM) Clingman's Peak, N. C.—Mod. CP, as reinstated, to change ERP, trans., etc.

WSAI-FM Cincinnati, Ohio—Mod. CP authorizing new FM station to change ERP, ant. height above average terrain, trans. location, etc.

CP to Replace CP

KSDS San Diego, Calif.—CP to replace CP authorizing new non-commercial educational FM station which expired Dec. 1, 1951.

License Renewal

Following request renewal:
WCTA-FM Andalusia, Ala., WRC-FM Washington, WJAX-FM Jacksonville, Fla. (informal request), WFJL (FM) Chicago, WFLY (FM) Troy, N. Y., WRRN (FM) Warren, Pa., and WESC-FM Greenville, S. C.

Applications Returned

KBIS Bakersfield, Calif.—RETURNED application for assignment of license from present partnership to new partnership of same persons plus Harold Brown.

Oklahoma County Television and Bcstg. Co., Oklahoma City, Okla.—RETURNED application for new TV station because of discrepancy in dates and partnership name.

January 9 Decisions . . .

COMMISSION EN BANC

Granted CP for 1280 kc

KCNI Broken Bow, Neb.—Granted CP to change facilities from 1490 kc, 250 w, fulltime, to 1280 kc, 1 kw, day.

Granted CP for 920 kc

KBMY Billings, Mont.—Upon petition, removed from hearing docket and granted application to change facilities from 1240 kc, 250 w, fulltime, to 920 kc, 1 kw, fulltime, DA-N; cond.

Designated Hearing

Suburban Bcstg. Co., North Seattle, Wash.—Designated for hearing at time and place to be specified later application for new AM station on 1590 kc, 1 kw, day.

Granted STA

WHAM-TV Rochester, N. Y.—Granted special temporary authority to operate WHAM-TV on experimental basis for testing color television systems conforming to recommendations of NTSC for period of 60 days from Jan. 9 subject to following conditions: (1) Experimentation shall be conducted in accordance with provisions of Sec. 3.662 of Commission's rules and regulations; (2) Experimental programs shall be limited to color slides and shall not include programs that are part of station's regular broadcast operation, whether commercial or sustaining.

January 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WRBI (FM) Blue Island, Ill.—Mod.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Mangerial

Sales manager for one of America's leading stations, a 50,000 watt CBS affiliate in the east. Must know how to turn top ratings and local personalities into dollars. All applications kept confidential. Box 916L, BROADCASTING.

Salesmen

Hawaii, excellent earning opportunity for two first class salesmen. Box 848L, BROADCASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 915L, BROADCASTING.

Solid progressive future for salesman thoroughly experienced selling in real competitive market. Must have proven successful record of consistent sales. For such a man there is an income from $6000 to whatever he makes it and can become commercial manager. Commission 20%. Liberal draw on sales. Fine Kentucky city, very pleasant living and working, rich market wide open for wideawake man. Box 922L, BROADCASTING.

Wanted — Commercial representative. Real opportunity, commission arrangement with guarantee. Interested in permanent man to take over the entire sales set-up. Should be able to write copy, have salable ideas and a knowledge of merchandising. Write to M. E. Danbom, KTBB, Tyler, Texas.

Applications being accepted for sales force. Remuneration contingent on ability. WMBM, Miami Beach, Florida.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Announcer-engineer for Columbia affiliate in midwest. $75 for forty hour week. Congenial, permanent position. Emphasis on announcing. Box 841L, BROADCASTING.

Experienced morning announcer with sales or newswriting experience and car, for permanent job in Michigan kilowatt. Forward audition and personal data to Box 874L, BROADCASTING.

Disc jockey-air salesman wanted for large market. Give complete radio and educational background with references. Must have effective air selling ability. Give full information. Box 875L, BROADCASTING.

Announcer who can also write copy for ABC Texas station. Box 886L, BROADCASTING.

Sportscaster and special events announcer for network affiliate, must fill immediately. Box 932L, BROADCASTING.

Combination man wanted. Must be good announcer, capable of handling varied type programs. First phone requisite. Beautiful transmitter location, congenial organization. Guaranteed $300 a month. Periodic pay increases. Rush full details. East. Box 898L, Broadcasting.

Announcer wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials. Top opportunity for versatile man. Send tape and letter to Box 899L, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 945L, BROADCASTING.

Help Wanted (Cont'd)

Wanted, announcer holding first class FCC ticket. New 1000 watt network station in highly desirable western city of 70,000 in the heart of the hunting and fishing country. Starting salary $80 week. $5.00 raise after three months. If you have executive ability, you can soon advance to program director or sales manager. Wire or write Box 902L, BROADCASTING.

Announcer or copywriter, excellent opening for experienced, dependable man seeking steady employment with better class radio station. Box 933L, BROADCASTING.

Secure future for aggressive, responsible man on staff of southern independent. Excellent working conditions. Three years experience minimum with console operation. Personal data and audition with disc jockey. News and straight commercials. With first letter. All replies confidential. Box 936L, BROADCASTING.

Immediate opening for experienced announcer looking for permanent job with 5000 w station in medium sized town in midwest. Prefer older man. Must be ready to settle down, work nights, be responsible. Should be able to operate Gates console. No ticket necessary. Send audition and full details to Box 944L, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 946L BROADCASTING.

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Wanted: Announcer-salesman for progressive ABC affiliate in Oil Capital of Rockies. Good opportunity. Send tape or disc, photo, references all in first letter. Manager, KVOC, Casper, Wyoming.

Combination engineer-announcer. Accent on announcing. $80.00 week, 44 hours, permanent. WBUT, Butler, Pennsylvania.

Announcer for aggressive independent. Good opportunity for person with imagination and initiative. Willing to train man with limited experience or school graduate. Prefer single, southeasterner, but all applicants considered. Send audition material. WCPS, Tarboro, North Carolina.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Announcer-engineer (first class): The kind of job that doesn't happen often. Top station in a top market. You've gotta have a good voice and know how to use it—that's all. Tell us what you want and we'll pay it—just be sure you're worth what you ask! Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Announcer-engineer first phone wanted. WRIC, Richlands, Virginia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man technically able to handle chief engineer's job. Good salary. Mail details. Box 809L, BROADCASTING.

Help Wanted (Cont'd)

Engineer, first phone, announcer, salesman, full trick plus commission. N. Y. network unlimited local. Immediate opening right man wanting consistent improvement. Box 827L, BROADCASTING.

Wanted, transmitter-studio engineer. $58.50 for 48 hours to start. 4 room apartment available at extremely low rent. Utilities at half cost. Six day week. Good future if satisfactory. Box 872L, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 914L, BROADCASTING.

Engineer, 1st phone studio and transmitter. $55 for 40 hours. Independent in Phila. area. Box 939L, BROADCASTING.

Engineer with announcing abilities or possibilities. New England. Good future, good salary and other benefits. Send details first letter. Box 940L. BROADCASTING.

Combo man or engineer and announcer team for Michigan, immediate opening. Box 948L, BROADCASTING.

Holder of first class license. Immediate opening. Good pay. KOVC, Valley City, N. Dak.

Chief engineer with good voice needed for 250 watter in Pacific northwest. All RCA equipped. Good pay. Good working conditions. Send complete details to KWRC, Pendleton, Oregon.

First class ticket, no experience necessary. Fifty-seven dollars for forty-five hour week to start. Call 7-5424, WANT, Richmond, Virginia.

First class engineer. Immediate opening. WBBQ, Augusta, Ga.

First phone transmitter operator. WCBT, Roanoke Rapids, N. C.

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

Engineer needed immediately. $55.00 for 40 hours. Morning shift. No experience necessary. Excellent working conditions. WCRK, Morristown, Tennessee.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliate ABC network station. Contact Harold White, WKTY, La Crosse, Wisconsin.

First class engineer, no experience required. Radio Station WLPM, Suffolk, Virginia.

Engineer. First phone. 40 hours $50.00. No announcing. WSIC, Statesville, N. C.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

Production-Programming, Others

Newsman to gather, write and present local news fulltime. Give complete educational and radio experience. Box 876L, BROADCASTING.

Traffic girl for 5 kw station in large market. Give complete educational background and experience. Box 877L, BROADCASTING.

Texas station desires male copywriter with ideas. Some announcing. Submit samples. Box 885L, BROADCASTING.

Help Wanted (Cont'd)

Sales promotion man, young, aggressive for large NYC independent station. Write stating experience, qualifications and salary desired. Box 917L, BROADCASTING.

Program director for regional Penna network station, must be good. Dominant station, but TV competition. Write complete details, your experience and salary requirements. Job available March 1. Box 935L, BROADCASTING.

Gal Friday, traffic-receptionist, Michigan station, January 30. Box 949L, BROADCASTING.

Experienced woman. Traffic, typing, copy. Real opportunity. Write details. Send picture. Colin Selph, KDB, Santa Barbara, Calif.

Woman's director wanted. Need girl with good voice. Capable continuity writer and interviewer. Send complete details, disc or tape, photo and salary expected. Radio Station KIT, Yakima, Wash.

Continuity girl wanted with experience, capable of fast production of smooth selling spot and program copy. Addition to our staff of four writers in growing, aggressive key CBS affiliate. 50 dollars weekly to start, opportunity for more. Send photo, copy samples and availability to Harry Abbott, Continuity Director, KTUL, Tulsa.

Wanted, experienced continuity writer from North Carolina or adjoining states. Contact Allen Wannamaker, WGTM, Wilson, N. C.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Salesman

Excellent opportunity for top salesman to get into TV and live in a winter paradise! Excellent future for pavement-pounding aggressive man. Send complete history, salary expected, references. Write Sales Manager, KPHO-TV, Phoenix, Arizona.

Technical

TV engineer wanted immediately. Television training desired, first class license and experience desired but not necessary. Box 828L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

General-commercial manager with six years experience, interested in 250 or 1000 watt south, southwest, or lower midwest. Must be able to invest. Now employed. Box 753L, BROADCASTING.

General manager available, 18 years experience, sober family man, financially sound, top record and references. Box 835L, BROADCASTING.

Highly rated radio, newspaper and public relations executive, currently general manager of network affiliate in large eastern metropolitan market, desires change. 17 years experience in editorial and public relations work, 5 years as radio executive, reputation as speaker, member of top civic and fraternal organizations, linguist, fiction writer. Write Box 906L, BROADCASTING.

Station manager now employed desires change due to change in ownership. Over twenty years experience in all phases of broadcasting. Good reputation with top references. Box 909L, BROADCASTING.

I am sincere, believe in service, courtesy, customer, station relationship, hard worker, good personality, with a thorough basic advertising plan. Six years proven radio sales record. In my early thirties. Married. Presently employed. Looking for a job with a future. Box 942L, BROADCASTING.

Announcer - engineer - salesman. First phone. College degree. Presently employed. Looking for a position that encourages initiative. $400 minimum plus commission. Box 901L, BROADCASTING.

Salesman-commercial manager. Now employed commercial manager. Desire larger market. Prefer east Mississippi. Available proper notice. Box 930L, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Qualified, conscientious announcer. Special events, news gathering and editing, comprehensive background in music and its programming. Married, draft deferred, university graduate, 27 years old. More than eight years experience. Only permanent positions with equitable salary considered. Box 726L, BROADCASTING.

Excellent announcer, experienced, educated, now PD. Wants large station, city, salary. Box 790L, BROADCASTING.

Topnotch midwestern sportscaster available immediately. 7 years extensive background including high school and Big Ten basketball, college football, American Association Baseball. Colorful, accurate, excellent voice, 30, veteran. Box 796L, BROADCASTING.

News, sportscaster and writer, available for position January 15th, experienced in one of top ten cities. Married, two children, seeks permanent placement. Four years experience present position. Box 838L, BROADCASTING.

Announcer. Two years one station, desire to relocate, permanently. New Mexico, Texas, Colorado. Presently employed. Available 2 weeks notice. Commercials, news, DJ, control board. Married vet. Tape on request. Box 843L, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football, basketball and boxing. Network references, sponsors regarded me as best in the business. Extensive experience in newscasting. Married and draft exempt. Box 849L, BROADCASTING.

Announcer, 3 years experience in all phases. Free to travel anywhere. Have own car. Box 855L, BROADCASTING.

Wanted, sports position. To include baseball play-by-play in spring. Sports program. Experienced, draft exempt, college graduate. Available immediately. Box 861L, BROADCASTING.

Experienced newsman, sportscaster, staff man. Draft exempt, 24, single, college graduate. Box 862L, BROADCASTING.

Experienced news editor, broadcaster. Newspaper experience. Draft exempt. College graduate. Box 870L, BROADCASTING.

TV-radio MC and announcer (now 50,000 NBC) accepting new affiliation comparable caliber. Well known eastern US. Available anywhere for interviews or air mail pictures and tape. Box 873L, BROADCASTING.

Announcer with first phone. 3½ years experience in all phases air work. Married veteran, draft proof. Presently employed. Box 883L, BROADCASTING.

Experienced announcer, disc jockey, news and sports. Available immediately. Box 884L, BROADCASTING.

Professional schooling, three years experience. Prefer northern area. Presently available. Box 888L, BROADCASTING.

Accurate, colorful, experienced sportscaster seeks reliable station. Degree, veteran, family. Box 890L, BROADCASTING.

Announcer-newscaster with knowledge of control board welcomes opportunity to move from limited experience class. Prefers small community. Young, draft exempt veteran. Audition disc, resume available. Box 894L, BROADCASTING.

Announcer, 22. Girl Friday who excels in music and homemaking shows. Good on interviews. Familiar with board operation, also continuity writer. Have done TV on-camera commercials. Audition disc on request. Box 895L BROADCASTING.

Announcer: 26, 6 years. Veteran. All phases, offers. Permanent. Box 903L, BROADCASTING.

AM-TV major network announcer with eight years experience wishes to work in Denver, San Francisco or New Orleans. Box 904L, BROADCASTING.

Announcer: Experienced. Good staff man, knows board, veteran, 28, married. Presently employed. Prefer northeast. Box 905L, BROADCASTING.

Experienced play-by-play sports announcer. Strong staff, commercial, board. Presently employed. Prefer small city. College graduate, 28, married, veteran. Box 907L, BROADCASTING.

Veteran, married, 24, wants play-by-play or announcing in small station, midwest. College grad February. Conscientiousness instead of experience. Box 910L, BROADCASTING.

Sports announcer, experienced baseball, basketball, football, boxing. Presently employed. $100 week. Further information on request. All replies answered. Box 911L, BROADCASTING.

Announcer, control board operator. Strong on news and sports, excellent on disc shows. Single, draft exempt. Limited experience. Box 919L, BROADCASTING.

Announce, write, promote and produce. Experience and 1st phone. Draft exempt. Box 923L, BROADCASTING.

Sportscaster—Heavy experience to 5kw, Class A baseball, HS, college football, basketball. Currently free lancing New York. Seek year-round sports station. Box 926L, BROADCASTING.

Morning show: Humorous, ad lib commercials that sell, service accounts, married, permanent. Also chief engineer, 17 years varied radio, experienced directional. Salary plus commission. Box 928L, BROADCASTING.

Announcer, time salesman, sparkling personality, finest references. Disc, tape and photo. Box 934L, BROADCASTING.

Good west coast announcer now sports director and news editor of NBC basic, home for Christmas, would like to relocate in Illinois, Indiana, Michigan area. Also hold first phone. Minimum $75. Available immediately. Box 938L, BROADCASTING.

Announcer, radio and stage experience. Wishes to break in as announcer, only permanent and chance for a career spot wanted. Veteran. Box 941L, BROADCASTING.

Announcer, graduate SRT, Chicago, strong on music, sports, copywriting. Operate console. Disc, photo available. Write Gary Bonggren, 404 20th Avenue, Moline, Illinois or phone 4-7192 collect.

I want a job learning radio announcing with some radio station. Mr. Fred Boyles, Sedalia, N. C.

Announcer, single. Available immediately. Disc, data and photo upon request. Thomas Ellis, 15320 Winchester, Harvey, Ill.

Arizona, New Mexico, Colorado!. Competent announcer, DJ, eight years experience. Prefer: future, short hours, good conditions, to high salary. Gregory, Upson Hotel, El Paso.

Good announcer, newscaster, short on experience but have the ability and will learn. Can run board. Just need the right opportunity. Disc, photo and data on request. Harry Ladas, 10132 Ewing, Chicago, Illinois.

Sportscaster, control board operator, heavy on news. Limited experience. Draft exempt. Al Martin, 1385 Willoughby Avenue, Brooklyn 37, New York.

Good, all-round staff announcer. Veteran. Draft exempt. Family man. Specialize DJ and news. SRT graduate, available immediately. Phone or write Charles McAmish, 4951 N. Seeley Avenue, Chicago, Illinois. Ravenswood 8-4178.

Graduate School Radio Technique wants job. Good announcer. News, DJ, commercials. Married. Veteran. Conscientious. Call Bill McHugh, 2011 Maple, Evanston, Ill. Davis 8-7826.

Announcer-veteran, college graduate, 25. Experience ranged 250 to 5 kw stations. Contact Warren Nelson, 901 35th St., Rock Island, Ill., phone 60449.

Staff announcers, trained and capable, operate board, do deejay, newscasts. Pathfinder School of Radio, 1222-A Oak Street, Kansas City, Missouri.

Colored announcer operate board, do deejay, news etc. Draft exempt. Rogers, 1222-A Oak St., Kansas City, Mo.

Sportscaster, news, special events. Five years experience play-by-play all sports. Single. Will travel. Bob Wilson, 1470 Warner Avenue, Chicago 13, Illinois, Buckingham 1-0565.

Technical

Engineer, seven years, licensed, car. $75. Permanency. Box 825L, BROADCASTING.

Chief engineer, twenty years experience in maintenance and new construction, good record as chief past five years, not afraid of hard work, family. Box 879L, BROADCASTING.

Engineer, first phone, three years experience AM, FM and TV. Southern states. Box 880L, BROADCASTING.

Chief engineer, 15 years experience. Maintenance, construction, supervision. Minimum $100. Box 881L, BROADCASTING.

Veteran, 27, married, radio-TV grad, 1st phone license. Inexperienced but willing. Desires position in or around New York. Box 892L, BROADCASTING.

Four years commercial radio. Married; 28. Presently employed city one million. Desire permanent position far west. Box 900L, BROADCASTING.

Engineer desires permanent position with station contemplating TV after freeze lifted. Experience 5 kw. College: Graduate leading radio, TV school. 27, married. Prefer west or northwest. Box 908L, BROADCASTING.

Chief engineer: 17 years varied radio, directional experience. Married, permanent. Desire mostly supervisory position $100 week. Experienced morning man, humorous, ad lib commercials that sell, service accounts, commission. Box 927L, BROADCASTING.

First phone, almost five years experience, want permanent position, state salary. Box 929L, BROADCASTING.

Engineer, first class ticket. Age 25. Draft exempt. 2½ years experience. Write or wire: Albert Schoenblum, 20 Leonard Street, Brooklyn 16, N. Y.

Transmitter operator available immediately. Experienced, dependable. Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

Program-production manager. 5 years experience all phases including television. Knowledge sales. Congenial working conditions secondary to salary consideration. All replies answered. Highest references. Presently employed. Box 844L, BROADCASTING.

January graduate, age 26, radio or TV continuity. Experienced in sports, trained in continuity. Single. Box 889L, BROADCASTING.

Young, aggressive, 24, single vet seeks job in studio operations and production, salary open, take any job with chance for advancement. Resume on request. Box 893L, BROADCASTING.

College grad, vet, 27, draft exempt. Seek opportunity TV-radio production, announcing, publicity etc. Box 918L, BROADCASTING.

Young, energetic news director, draft exempt thanks to family, member National Association of Radio News Directors, 4 years experience, would rather stay on west coast, special events air work. Box 920L, BROADCASTING.

Hard hitting promotion-publicity director getting maximum results for outstanding independent, leading market. Seeking position with greater potential. Newspaper, radio, advertising experience. Journalism degree. Young, ambitious family man aiming high. Box 921L, BROADCASTING.

Program director-announcer with 1st phone experience and draft exemption. Box 924L, BROADCASTING.

Woman copywriter, fully experienced in programming, traffic, available February 1st. All replies considered. Box 943L, BROADCASTING.

Television

Technical

Engineer, former chief two 1 kw AM stations, all phases AM-FM. Supervised construction. Thorough TV technical background including position as TV instructor in leading technical school. Desire TV staff opening, will consider AM station with TV application. Married, 25, veteran, available now, $75.00 minimum. Write Box 836L, BROADCASTING ● *TELECASTING.*

Production, Programming, Others

Experienced radio and paper newsman wants to switch to television news. 5 years reporter and feature writer, 1 year radio news director, member N.A.R.N.D. press photography experience. West coast preferred. Box 913L, BROADCASTING ● *TELECASTING.*

For Sale

For sale, established commercial recording business on Chicago's Radio Row. RCA equipment, Magnecorder tapes. Box 925L, BROADCASTING.

Stations

1000 watt. Rich and rapid growing California area. Well equipped. Earns $50,000. Asking $250,000 terms. Box 871L, BROADCASTING.

Will sell controlling interest in eastern network station for $20,000 cash. Non resident owner wants experienced manager to buy and move in as operator. All replies confidential. Write Box 912L, BROADCASTING.

Equipment etc.

Tower, 178 ft. Truscon self supporting with insulators and hardware. Brand new and a bargain with lights and flasher. Write Box 896L, BROADCASTING.

Stepping switches for building your FM transmitter remote control surplus "Minor" switch with all control relays. $50.00 each. Write Box 947L, BROADCASTING.

Presto model "Y" recorder, amplifier has mike input for high and low imp. Cut less than two cases records, like new, $550.00. Hoyt Chastain, Malvern, Ark.

Complete 5 kw AM transmitter installation (three tower directional) consisting of: RCA 5-D transmitter, frequency, modulation and phase monitors; lots of spares; test equipment; speech equipment; transmission lines; phasing and matching equipment. Two 340 foot Blaw-Knox towers, one 415 foot Truscon tower with approved lighting; elaborate copper ground system. This equipment used until December 6, 1951 and is in excellent condition. Now available for inspection. Contact R. C. Stinson, WBAP, 3900 Barnett Street, Fort Worth, Texas.

Wanted to Buy

Stations

Wanted to buy: Profitable radio station with TV available. Prefer southwest. Answer giving details in confidence. Box 937L, BROADCASTING.

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

10 kw FM transmitter. Must be in excellent condition and observable in operation. Box 897L, BROADCASTING.

Wanted—Studio control board, preferably two channel. Advise fully, make, condition, price. Reply to P. O. Box 748, Columbia, S. C.

Miscellaneous

Programs suitable for transcribed syndication desired by New York transcription firm. Box 878L, BROADCASTING.

Be a combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

Learn broadcasting, home study or residence. Register now for next term. Many good jobs. National Academy of Broadcasting. 3338 16th St., N.W., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Production-Programming, Others

assistant promotion manager

Company operating 50,000 watt radio station and only TV station in southern city wants assistant promotion manager with ideas and executive ability. Southern experience preferred but not essential. Demonstrable future for right man. Address Box 887L, BROADCASTING.

promotion managers wanted

50,000 watt station in major market has immediate opening for a seasoned promotion man.

Also, regional network affiliate needs publicity and promotion man. TV coming up soon. Write in detail to Box 891L, BROADCASTING.

Situations Wanted

Production, Programming, Others

PRODUCER-DIRECTOR

Young, energetic, ambitious. Currently employed with major network. Desire expression of program and integrated ideas. For portfolio write

BOX 882L, BROADCASTING

Political Shows

(Continued from page 25)

permit candidates' spokesmen to use broadcast facilities without the obligation to afford equal time to other legally qualified candidates.

FCC also suggested that any new legislation mandate equal opportunities to a candidate or someone designated by him to answer broadcasts by a spokesman for another candidate, and to persons advocating the opposing side of public opinion to be voted upon in an election if the proponent is permitted the facility by the licensee.

The Commission said then that its now famous Port Huron opinion—in which FCC said "fairness" and "equal opportunity" ought to obtain and that no station should tamper with political speech content—should be written out in law so as "to make clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts. . . ."

In its WDSU New Orleans case, FCC noted that broadcasters cannot censor political candidates [B•T, Dec. 3, 1951] and some weeks before that [B•T, Nov. 19, 1951], said Sec. 315's reference to a legally qualified candidate for any public office means a candidate who could be voted for.

However, FCC has failed to spell out in no uncertain terms a guide for the broadcaster who permits candidates or non-candidates in support of a candidate to use his facilities. (For further background see "How to Stay Out of Jail," [B•T, Nov. 19, 1951].

For Sale

Equipment etc.

NEW COLLINS 5 KW XMTR!

Brand new Collins 5 kilowatt transmitter, never uncrated, for sale. Model 21B. Wire, write or phone.

Chief Engineer
W G B A
Columbus, Georgia

Sec. 315 of Act

SECTION 315 of the Communications Act reads as follows:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Dry Bills

(Continued from page 26)

had supported a "dry" bill in the past.

While castigating radio-TV for giving beer, wine and liquor advertising a "promotional" outlet, the Board of Temperance did not hesitate in its January issue of *The Clipsheet* to give bold placement to an article called, "Three Cheers for Earl Godwin."

Mr. Godwin is an NBC Washington news commentator. Broadcast, according to *The Clipsheet*, was delivered Nov. 27. In it, Mr. Godwin is quoted as attacking drunken driving and makes the point that while protests are loud against high costs of food many persons also deplore the inflationary price of whiskey.

". . . If they want to help cure inflation from the high cost of booze . . . let 'em quit drinking," said Mr. Godwin. The publication commented: "Maybe Earl Godwin has started something. How would it be to tell the facts on radio and television 'no matter whom it helps or hurts'?"

GE ON COAST

Big Expansion Noted

GENERAL ELECTRIC Co. has expanded its West Coast operation by 700% since the end of World War II, Ray W. Turnbull, commercial vice president for the western area, reported last week.

In the past six years, Mr. Turnbull announced, GE has built three new plants in the Pacific region and modernized and expanded six others. It has increased its total number of employes in the area from 2,000, at the close of the war, to 14,000 today. Its total payroll today at the nine western plants is $63,275,000.

Biggest expansion has been at Richland, Wash., where GE operates the Hanford Atomic Works for the Atomic Energy Commission. About 9,000 workers are employed there with an annual payroll of about $44 million.

Convention

(Continued from page 27)

set up include the following:

Technical—R. G. Thompson of CBS-TV, chairman; F. A. Wankel, NBC-TV; Rodney Chipp, DuMont TV; and William Trevarthan, ABC-TV.

Finance — Clarence Tolman, NBC-TV; Henry Hede, ABC-TV; Clarence Alexander, DuMont TV, and Walter Schier, CBS-TV.

Additionally, a program committee is to be established.

All four networks also will contribute to the pool. NBC-TV and ABC-TV are slated to provide three cameras and camera crews each; CBS-TV, two cameras and crews and switching facilities, and DuMont TV, distribution facilities and other equipment.

Network representatives slated to confer with the GOP convention committee at its meeting Thursday through Saturday in San Francisco include Mr. Mickelson, who will present the plans of the TV networks; Mr. McAndrew, who will explain the plans of the radio networks; George McElrath, director of NBC radio network technical operations, who will outline technical plans of the radio networks; Mr. Thompson, CBS-TV director of technical operations; Thomas Velotta, ABC vice president, and Art Feldman, MBS director of special events.

Equipment Planned

Outlining its technical plans, CBS-TV reported it will utilize more than four tons of equipment valued at more than $300,000, and is building special studios and operational rooms within the International Amphitheatre Chicago, where both conventions will be held, as well as in other Chicago locations. CBS-TV will employ eight cameras, with six working "constantly" and two set up for emergency use. It has been estimated that each TV network will need at least 100 persons to handle coverage, and NBC-TV says its own personnel will number 200.

Network Buys

(Continued from page 27)

such artists . . . on television, and hopes that it will at the same time help good music to reach the eyes and ears of millions."

D'Arcy Adv. Co., New York, is agency for James Lees & Sons Co.

Lever Bros. for its Pepsodent Toothpaste and Chrysler Corp. for its Chrysler Cars, both accounts handled by McCann-Erickson, New York, are also understood to be in the market for TV series.

SCBA Meeting

MAURICE B. MITCHELL, vice president-general manager of Associated Program Service, will conduct a full afternoon of discussion of radio selling at the South Carolina Broadcasters Assn., Jan. 18-19, at Columbia, S. C.

Rocky Mountain

$75,000.00

A fulltime well established operation in a very attractive medium size city in the Rocky Mountain area. Ideal living, fine educational facilities. Financing arranged.

New England

$50,000.00

A good single staff market property that is operating profitably but has never had the advantage of capable owner-management. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Docket Actions . . .

FINAL DECISIONS

Pratt, Kans.—Pratt Bcstg. Co. FCC announced final decision adopting initial decision granting CP for new AM station on 1570 kc, 250 w, day; conditions. Decision Jan. 10.

WPAW Pawtucket, R. I.—FCC announced final decision adopting initial decision granting CP for change from 1380 kc, 500 w, day, to 550 kc, 1 kw, day; conditions. Decision Jan. 10.

WQXI Atlanta, Ga.—FCC announced final decision adopting initial decision granting CP for change from day to fulltime on 790 kc, 5 kw-D, 1 kw-N, DA-N; conditions. Decision Jan. 10.

Reedsburg, Wis.—William C. Forrest. FCC announced final decision adopting initial decision granting CP for new AM station on 1400 kc, 250 w, fulltime; conditions. Decision Jan. 10.

INITIAL DECISION

New Bern, N. C.—Craven Bcstg. Co. Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application for new AM station on 1490 kc, 250 w, fulltime; and, denial by default application for same facilities filed by Eastern Carolina Bcst. Co., Greenville, N. C. Decision Jan. 9.

OPINIONS AND ORDERS

American Bcstg. Co., New York—By memorandum opinion and order FCC

FCC Actions

(Continued from page 87)

CP, which reinstated expired CP as mod., authorizing new FM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

KECA-FM Los Angeles, WENR-FM Chicago, WOMI-FM Owensboro, Ky., WFNS-FM Burlington, N. C., WIP-FM Philadelphia, WWSW-FM Pittsburgh, Pa., KOZY (FM) Rapid City, S. D.

Amended TV Application

Josh Higgins Bcstg. Co., Waterloo, Iowa—Amend application (which requests new TV station, Ch. 7) to change financial and legal data, change location from 525 Sycamore St., Waterloo, to U. S. Highway 20, 1.2 mi. east of Waterloo, change ERP from 25.34 kw vis. to 24.96 kw vis. and from 12.67 kw aur. to 12.48 kw aur., make ant. and other changes.

January 10 Decisions . . .

COMMISSION EN BANC

Granted License Renewals

WRJM Newport, R. I.—Granted renewal of license for regular period.

WBML-FM Macon, Ga.—Granted renewal of license for regular period.

WJW-FM Cleveland, Ohio—Granted renewal of license for regular period.

January 10 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

WORZ Orlando, Fla.—CP to change from DA-DN to DA-N.

AM—1380 kc

WTOB Winston-Salem, N. C.—CP to increase power from 1 kw-D to 5 kw-D and change from DA-DN to DA-N.

License for CP

WSKY Asheville, N. C.—License for CP, as mod., authorizing frequency change and changes in DA.

CP for CP

KWPM-FM West Plains, Mo.—CP to replace CP, authorizing new FM station, which expired Nov. 7, 1951.

Modification of CP

KNBR North Platte, Neb.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WINR Binghamton, N. Y.—Mod. CP, as mod., authorizing frequency change, power increase, DA, etc., for extension of completion date.

Applications Returned

KENA Mena, Ark.—RETURNED application for assignment of license from R. B. Bell to R. B. Bell and Bernice Bell, d/b as Radio Station KENA.

KMLW Marlin, Tex.—RETURNED application for assignment of CP from W. L. Pennington to Hugh M. McBeath Jr. and Charles E. Reagan, d/b as Falls County Public Service.

License Renewals

Following stations request renewal of license:

WCMI-FM Ashland, Ky., WEEU-FM Reading, Pa., WRIC-FM Beaumont, Tex., WRVB (FM) Richmond, Va., and WOAY-FM Oak Hill, W. Va.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 10

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,334	2,302	106		313	105
FM Stations	650	560	88	*1	12	2
TV Stations	108	93	15		481	171

* On the air.

* * *

denied request of ABC for breakdown according to networks of nationwide network time sales for 1949 and 1950, for ABC's use in preparation for hearing re Paramount-ABC proceedings. Denial is without prejudice to further showing of need for data in order to properly present its case. FCC further ordered that in event ABC files motion to produce evidence setting forth such further showing, examiner in proceeding is delegated authority to act upon request. Order Jan. 10.

KIST Santa Barbara, Calif. — By memorandum opinion and order FCC granted petition of KIST to file late comments and evidence, and further comments and evidence, in current TV proceedings, requesting assignment of Ch. 3 to Santa Barbara. National Bcstg. Co. and other interested parties have until Jan. 16 to file evidence, briefs and other material in opposition to KIST proposal. Order Jan. 9.

Non-Docket Actions . . .

FM GRANT

Paris, Ill.—Paris Bcstg. Co. Granted CP new FM station, 98.3 mc (Ch. 252), 1 kw, ant. 225 ft.; conditions. Estimated construction cost $3,550, estimated first year operating cost $7,200, estimated first year revenue $14,000. Permittee is licensee of WPRS Paris. Granted Jan. 9.

TRANSFER GRANTS

KTNM Tucumcari, N. M. — Granted assignment of license from Grady F. Maples and R. B. McAlister, d/b as The McMa Agency, to partnership composed of Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley and Bruce C. Zorns, d/b as Quay County Bcstg. Co., for $80,000. Mr. Hawkins (20%) is general manager KLTI Longview, Tex., Mr. Lawson (10%) is accountant for R. G. LeTourneau Co. (licensee of KLTI), Mr. Benton (10%) is office manager for W. B. Johnson Drilling Co., Mr. May (15%) is owner of Magnolia Petroleum Co., Mr. Opheim (10%) is announcer for KUMC Colorado City, Col., Mr. Worley (20%) is general manager of KTFY Brownfield, Tex., and Mr. Zorns (15%) is vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield. Granted Jan. 4.

WEAR Pensacola, Fla. — Granted transfer of control from Gene L. Cagle, Lewis O. Seibert and Earle Fletcher, through purchase of 255 shares of stock for $18,000. Mr. Smith, who had 127½ shares (25%) before transfer, now holds 382½ shares (75%). Granted Jan. 4.

WTNT Tallahassee, Fla.—Granted relinquishment of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton through sale of 18¾ shares of stock to Frank W. Pepper for $3,650 and 37½ shares to the licensee's treasury for $7,500. After transfer, Mr. Hazelton will hold 93¾ shares (50%), Mr. Pepper will hold 68¾ shares (36.6%) and Emanuel Jones will continue to hold 25 shares (13.4%.) Granted Jan. 4.

WHOO-AM-FM Orlando, Fla.—Granted assignment of license from Orlando Daily Newspapers Inc. to WHOO Inc. for $200,000. Owner WHOO Inc. is Edward Lamb, who owns and/or controls WTOD and WTRT (FM) Toledo, WICU (TV) Erie, Pa., Record Publishing Co., Erie, WTVN (TV) Columbus, Ohio, Hutch Inc. (advertising and promotion), Toledo, Edward Lamb Enterprises Inc., and applicant for new AM station in Columbus. Grant not to be construed as indicating FCC approval of functional music operations. (Comr. Jones voted for hearing.) Granted Jan. 10.

WDHL Bradenton, Fla.—Granted assignment of license from Manatee Bcstg. Co. to Trail Bcstg. Corp. for $55,000. Trail Bcstg. is almost wholly owned subsidiary of Land O'Lakes Bcstg. Co., licensee WILE Cambridge, Ohio. Granted Jan. 10.

KWFC Hot Springs, Ark.—Granted transfer of control from Dr. N. B. Burch, Frank A. Brown and Catherine Burch Brown to Camden Radio Inc. through sale of 75% stock for $60,000. Camden Radio is licensee KAMD Camden, Ark. Granted Jan. 10.

WLBL Auburndale, Wis. — Granted assignment of license from State of Wisconsin Dept. of Agriculture to State of Wisconsin Radio Council, licensee of several non-commercial educational FM stations in Wisconsin. No monetary consideration; assignment involves transfer from one state department to another for reasons of efficiency and economy of operation. Granted Jan. 10.

New Applications . . .

TV APPLICATIONS

Montgomery, Ala. — First National Bank of Montgomery and Margaret Covington Milwee, executor of estate of G. W. Covington Jr., deceased, Ch. 12 (204-210 mc), ERP 53.9 kw visual, 26.95 kw aural, antenna height above average terrain 381½ ft.; estimated construction cost $291,500, estimated first year operating cost $288,000, estimated first year revenue $360,000. Applicant is licensee of WCOV-AM-FM Montgomery. Filed Jan. 7.

Raleigh, N. C.—Capitol Bcstg. Co., Ch. 5 (76-82 mc), ERP 100 kw visual, 61.34 kw aural, antenna height above average terrain 492 ft.; estimated construction cost $347,721.26, estimated first year operating cost $183,930.98, estimated first year revenue $243,000. Applicant is licensee of WRAL-AM-FM Raleigh. Filed Jan. 7.

Jefferson City, Mo. — Capital Bcstg. Co., Ch. 13 (210-216 mc), ERP 59 kw visual, 29.5 kw aural, antenna height above average terrain 300 ft.; estimated construction cost $194,427.78, estimated first year operating cost $150,000, estimated first year revenue $150,000. Applicant is licensee of KWOS-AM-FM Jefferson City. Filed Jan. 7.

Dallas, Tex.—UHF Television Co., Ch. 23, ERP 180 kw visual, 90 kw aural, antenna height above average terrain 515 ft.; estimated construction cost $352,500, estimated first year operating cost $140,000, estimated first year revenue $300,000. Equal partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, each an independent oil operator. Filed Jan. 9.

Houston, Tex.—UHF Television Co., Ch. 23, ERP 182.5 kw visual, 91.25 kw aural, antenna height above average terrain 514 ft.; estimated construction cost $382,000, estimated first year operating cost $140,000, estimated first year revenue $300,000. Equal partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, each an independent oil operator. Filed Jan. 9.

FM APPLICATION

Tarboro, S. C.—Coastal Plains Bcstg. Co., 104.3 mc (Ch. 282), ERP 2.95 kw.; estimated construction cost $16,701.25, estimated first year operating cost $6,000, estimated first year revenue $12,000. Applicant is licensee of WCPS Tarboro. Filed Jan. 9.

TRANSFER REQUESTS

WMFT Florence, Ala.—Assignment of license from Tri-Cities Bcstg. Co., licensee, to Daylight Bcstg. Co. for $10,000. RESUBMITTED. See FCC ROUNDUP, Dec. 17, 1951. Refiled Jan. 4.

WEDR Birmingham, Ala. — Acquisition of control, Magic City Bcstg. Co., licensee, by J. Leslie Doss from J. E. Reynolds through extinguishment of note of $5,750 plus $15,000 cash. Messrs. Reynolds and Doss, last October, agreed to transfer without realizing Mr. Doss would be considered by FCC as gaining control of station since he was buying only ½ interest. Assignee did notify FCC of transfer on interim ownership report; however, formal application for FCC approval was not filed. In November FCC advised assignee that application should be filed because wife of Mr. Doss held ½ interest, and FCC considered Mr. and Mrs. Doss as joint stockholders, thus giving them ⅔ interest of station or majority control. Under original terms of last October, before receipt of FCC letter, cash payment of $6,000 and extinguishment of $5,750 note was affected, leaving unpaid balance of $9,000 payable Jan. 15, 1952, by Mr. Doss to Mr. Reynolds. This application requests FCC approve original transfer and sanction consummation of transfer. Filed Jan. 4.

KDMS El Dorado, Ark.—Assignment of license from David M. Segal, tr/as Cotton Belt Bcstg. Co., to Radio Station KDMS Inc. for $65,000. KDMS Inc. composed of following stockholders: Mr. Segal, president (79%), Frieda F. Segal, vice president (20%), owner 2½% interest WGVM Greenville, Miss., and Thomas F. Alford, secretary-treasurer (1%), manager KTFS Texarkana, Tex., and 20% owner KDAS Malvern, Ark. Filed Jan. 4.

WHLI-AM-FM Hempstead, N. Y. — Involuntary transfer of control FM Bcstg. Co., licensee, from Elias I. Godofsky, deceased, to Miriam N. Godofsky, executrix of estate of Mr. Godofsky. No monetary consideration. Filed Jan. 7.

WFDF Flint, Mich.—Acquisition of control Trebit Corp., licensee, by WFBM Inc., through sale of 1,500 shares of stock (50%) for $150,000, to give WFBM Inc. 100% interest in station. (Trebit Corp. stock sold by Arthur R. Treanor.) WFBM Inc. is licensee of WFBM Indianapolis, Ind. Filed Jan. 9.

KVEN Ventura, Calif.—Transfer of control, Coast Ventura Co., licensee, from Charles Stuart, Alacia Stuart, James Dodge and Jenny Dodge to Carroll R. Hauser, R. M. Werner, Dana Marble, Margaret Marble and Harry Engel for $34,000 for 2,866⅔ shares of stock. (Transferee already owns 2,633⅓ shares.) Filed Jan. 9.

KGLN Glenwood Springs, Col.—Involuntary assignment of license to Rex Howell, individually and as executor of estate of Charles Howell, deceased. No monetary consideration. Filed Jan. 9.

KLPM Minot, N. D.—Assignment of license from old partnership of John B. Cooley, Ethel H. Cooley and Carroll W. Baker to new partnership of same persons plus Leslie E. Maupin who buys 10% interest for $10. Mr. Baker will hold 20% instead of 10% interest after transfer, for which he pays $10, and interest held by John B. and Ethel Cooley is decreased from 90% to 70%. Filed Jan. 9.

WATG-AM-FM Ashland, Ohio—Involuntary assignment of license from Robert M. Beer and Edgar Koehl to Robert M. Beer, individually, and Fred Koehl, administrator of estate of Edgar Koehl, deceased. Filed Jan. 9.

Deletions . . .

TOTAL deletions from Jan. 1 to Dec. 31, 1951: AM 29, FM 66, TV 1.

Following stations deleted Jan. 7, 1952, but deletions effective Dec. 16, 1951:

WJSW Altoona, Pa.—Altoona Bcstg. Co., license.

WJSW-FM Altoona—Altoona Bcstg. Co., license.

Procurement Board

CREATION of a Procurement Policy Board with the Office of Defense Mobilization and appointment of A. E. Howse as chairman has been announced by Defense Mobilizer Charles E. Wilson. Mr. Howse has been serving as assistant to Mr. Wilson since January 1951. Board will seek to coordinate federal procurement policy. Representatives will be named from the DPA, FTC, AEC, GSA, RFC, Depts. of Defense and Justice and other agencies.

Ward to Speak

JOSEPH WARD, president of the American Research Bureau Inc., will speak to members of the Chicago Radio Management Club at luncheon Wednesday. The following day, he is scheduled to reveal unpublished station data culled from ARBI research projects to personnel of local radio stations.

AM TIME SALES

Stimulus Needed—Cott

SOMETHING different in radio is needed to recapture enthusiasm among time salesmen and timebuyers, Ted Cott told members of the New England Radio Executives Club in Boston Wednesday.

Mr. Cott, general manager of WNBC and WNBT (TV) New York, cautioned that radio cannot be sold to timebuyers today on the basis of logic and statistics.

Mr. Cott

Speaking on "What's Ahead for Radio and TV in '52," Mr. Cott reminded his audience that Americans live on excitement and are constantly attuned to new things.

"Television gives this sense of excitement and newness and radio can't beat an emotional condition with logical arguments," he declared. "The industry has become dull and dormant and only if it goes out and does the new and different will its salesmen have the motion and enthusiasm which they in turn must generate in buyers."

The most important thing for broadcasters to do, Mr. Cott prescribed, is to expand their merchandising. In this way, he explained, salesmen will be able to talk about radio with a plus, and this time radio doesn't have to cut rates but can even increase them.

By giving WNBC salesmen a "plus" to talk about, Mr. Cott disclosed, they were able to rekindle interest in timebuyers, which resulted in a $1 million increase in billings to the station last year.

As specific instances of WNBC's attempting the different, Mr. Cott described use of Leopold Stokowski and Samuel Goldwyn as disc jockies; also the hiring of five top-notch writers to do the station's sign-on and sign-off.

This week, Mr. Cott revealed, WNBC will originate "preferred listening," in which it will begin making 5,000 calls weekly to listeners. Instead of asking what programs are tuned in, these calls will contain personal messages from such stars as Dean Martin and Jerry Lewis and Alfred Lunt suggesting programs.

Mr. Cott advised broadcasters to re-evaluate their people and talent and saw a battle for personnel in 1952. Radio will need people with force of personality, conviction and the ability to generate enthusiasm in timebuyers. And, he added, these employes should be paid well in order to keep them.

In TV, selective buying is beginning to show itself, Mr. Cott said. "Additional sales will have to come from marginal time," he warned. "TV, too, has a need to start thinking about merchandising and additional pluses if it is to sell this time."

CBS AFFILIATES

Districts 1 & 2 Meet

A MEETING of members of Districts 1 and 2 of the Columbia Affiliates Advisory Board and CBS Radio officials will be held in New York on Wednesday. One of a series of such meetings being held around the country, the session will review the network's programming, sales, and promotion activities and plans, and examine common problems.

District 1 is headed by Arnold (Doc) Schoen of WPRO Providence, and District 2 by I. R. Lounsberry of WGR Buffalo, who also is chairman of the full CAAB.

Speakers at the meeting will include CBS Radio President Howard S. Meighan; Louis Hausman and J. Kelly Smith, administrative vice president; John Karol, vice president in charge of sales, and Lester Gottlieb, vice president in charge of network programs. Other CBS Radio officials slated to participate include Herbert V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; William Schudt, national director of station relations, and Edward DeGray and Ed Scoville, representatives of the station relations department.

WHEELOCK AGENCY

Bailey Named President

EXECUTIVE changes in Ward Wheelock Co., advertising agency with offices in Philadelphia, New York, and Hollywood, were announced last week, with Arthur A. Bailey, former executive vice president, elected president.

Former President Ward Wheelock becomes chairman of the board and will continue active participation in the agency's management.

William R. Farrell, vice president, director, and executive committee member, becomes first vice president of the agency; Walter L. Stocklin, vice president in charge of the art department, has been re-elected to the board of directors and executive committee.

Mr. Bailey, as president of Ward Wheelock, will be chief officer and continue to handle the Campbell Soup Co. account.

Adm. Foster Named

VICE ADM. Edwin Dorsey Foster (USN, ret.) has been elected vice president and director of planning for RCA Victor Div., it was announced last week. Adm. Foster has been serving as director of the company's Mobilization Planning Dept. He will continue to coordinate RCA Victor mobilization activities and planning of products, services and markets.

Adm. Foster

ELECTION DAY

Wilkins Idea Credited

CONGRESSMAN in Washington last week gave J. P. Wilkins, KFBB Great Falls, Mont., general manager, credit for sparking a move to declare election day (first Tuesday following first Monday in November) a half-day holiday.

Mr. Wilkins

The legislator was Rep. Mike Mansfield (D-Mont.), who last week introduced a House concurrent resolution to urge the president to request the governor of each state to encourage its observance.

Resolution (similar measures were introduced in the Senate) would end the work-day at noon so as to permit voters to get to the polls.

Mr. Wilkins also sent his recommendation to NARTB along with another suggestion that there be a "National Registration Month" to be heavily promoted by broadcast stations.

MANAGEMENT AWARDS

Are Won by Radio Firms

CBS, AT&T, General Electric Co., R. H. Macy & Co. (owner of WOR-AM-FM-TV New York) and Westinghouse Electric Corp. were among 298 firms in the U. S. and Canada which last week were awarded certificates of management excellence for 1951 by the American Institute of Management, New York non-profit foundation devoted to study and improvement of corporation management.

To be eligible for consideration, company must receive 7,500 points out of possible 10,000 on the basis of credits given for excellence in 10 separate fields, according to Jackson Martindell, president and treasurer of AIM. The 298 awards were made by the foundation from a continuing comparative study of 3,000 concerns. "A certificate of management excellence proves that the company receiving it has attained a proper balance in its efforts and objectives," Mr. Martindell explained.

11-Month Tube Sales

SALES of tubes for radio and TV receivers totaled 347 million units in the first 11 months of 1951, according to Radio-Television Mfrs. Assn. This compares with 344 million in the same 1950 period. Of the 11-month total, 231 million tubes were for new sets and 87 million for replacements. Others went to government agencies and export. November tube sales totaled 33 million compared to 39 million in November 1950 and 34 million in October 1951.

D.C. CRIME PROBE

Radio-TV to Cover Hearing

DRAMA of crime hearings which captivated televiewers and listeners during sessions of the Kefauver Crime Committee last year will be re-created once again—this time on a smaller scale, in the nation's capital.

WMAL-TV Washington, the *Evening Star* video outlet, announced it will telecast hearings of the Senate District Crime Committee beginning today (Monday). Tape recordings of testimony also will be aired on radio by WMAL.

The district committee paved the way when it voted, 3-2, to permit radio and TV coverage with the reservation that cameras would be turned away from witnesses who object to television. The vote reportedly was along party lines, with three Democrats outweighing two Republicans, according to Sen. Matthew M. Neely (D-W. Va.), committee chairman.

There were the usual complaints within committee that TV would turn the sessions into a "circus." A more plausible view was that, in the opinion of some members, the decision to permit tele-coverage would further test the constitutionality of contempt citations leveled against witnesses where they refused to testify because of television cameras.

Original Case

The original case involved Morris Kleinman and Louis Rothkopf, who were cited for contempt by the Senate for such a refusal.

WMAL-TV plans to televise the hearings on a regular basis, at 10 a.m. and 2:30 p.m. each day, until they are completed about Jan. 17. Commercial spots will be built around the coverage. Sessions also will be tape-recorded for use on WMAL each evening, 8:30-10:15 p.m., under sponsorship of Phillips Radio and Appliance Stores. Bryson Rash, ABC White House correspondent, will be the narrator.

WWDC will broadcast the sessions "live," according to Ben Strouse, vice president and general manager. Station's schedule calls for pickups from 10:30-11 a.m. and from 3 to 3:30 p.m. and at any other time when the proceedings become "interesting."

Other Washington stations also plan coverage. WTTG (TV) will use newsreel shots. WRC plans to record the sessions and rebroadcast them later in the evening. WTOP-AM-TV plans were not set.

KUGN Elects Kelly

EWING C. KELLY, president and general manager of KCRA Sacramento, has purchased a substantial interest in KUGN Eugene, Ore., subject to FCC approval. Mr. Kelly has been appointed KUGN general manager and the board has elected him a vice president of the station, pending FCC approval. He said he will not give up his KCRA post and plans no staff changes at KUGN. C. H. Fisher is KUGN president.

THE FARMER WENT SHOPPING

When He Heard Owl's Radio Messages

Mr. Waechter (right) and Mr. Lohr, Owl Drug co-owner, inspect store's stock remedy department.

* * *

RADIO is directly responsible for the fact that the Owl Drug Store, of Quincy, Ill., is the largest distributor of veterinary supplies in a hundred mile radius.

Located in the heart of the midwestern city of 45,000 the store has always had a large and thriving farm trade. But 13 years ago its stock of medicines for animals was not particularly large or complete.

Among its customers at that time was Walter Rothschild, then a salesman for WTAD Quincy, who today is WTAD's station manager and national sales manager for the Lee Stations. Walter was taking a few minutes off from his sales duties for a dish of ice cream at the Owl soda fountain. As he ate, he noticed the great number of farmers who stopped in at the store to do their drug shopping. One of the time segments that the young WTAD salesman was hoping to sell that day was a noon day market report.

Watching the farmers and thinking of the market report, Mr. Rothschild decided that here was a logical sponsor. He talked it over with the management of the store and sold them on the idea.

In those days, veterinary supplies were kept in a small glass case along with the usual drug store stock of pet remedies. The store did stock a hog cholera serum but that was kept in a cool corner of the basement and never brought out unless called for.

When the Owl management decided to give radio a trial, the hog cholera serum and a couple of stock remedies seemed to offer a good "test." Commercials were framed to mention them and within a few days farmers were coming into the store asking about the products they had heard "on the radio."

For 13 years now, the drug store has been advertising its stock medicines and supplies on the midday farm markets program on WTAD.

The veterinary department has grown from one small glass case and a box of serum in the basement until it now occupies approximately one-fourth of floor space of the large store. H. G. Waechter, who sold the supplies 13 years ago as part of his job as clerk, now manages the department—a full time job.

Today the department runs into many thousands of dollars. The stock includes serums and vaccines kept in a large special refrigerator. In the display cases are surgical needles and hypodermic syringes. On the shelves are row after row of stock remedies and medicines including vitamins, aureomycin and penicillin. Nor does the stock end there. At the Owl Drug Store, farmers can buy feed supplements, dehorners, electric sheep clippers, shears, and because harness shops are all but a thing of the past, the Owl does a good business in such things as bridles, curry combs and even riding blankets and saddles.

Credit to Radio

The amazing growth of the veterinary department can be attributed directly to radio advertising. Shortly after starting the program veterinary sales increased, then doubled and today account for sizable part of the total store sales. What's more, as the radio advertising rocketed veterinary sales, business in the rest of the store increased, too. The owners, K. R. Lohr and Mrs. Fred Holubar, have recently completely remodeled the store, making it one of the most modern in the area. With the remodeled store, the Owl Drug Store has started using mid-morning spot announcements to promote general drug store items.

The farm market program on WTAD comes on the air each week day at 12:30 p.m. for five minutes. The entire program including the commercials is given by WTAD's Farm Director, Dick Faler.

The program is informal. The commercials are sincere, friendly, informative and short. Every commercial includes the line "you know Waechter and he knows the products he sells." It could probably include "and Waechter knows you," because Mr. Waechter can call a large portion of his 2,000 to 3,000 customers by their first name.

Manager Waechter says that farmers today keep abreast with developments and such terms as aureomycin are a part of the modern farmer's vocabulary.

Each commercial is devoted to a different product or subject. The different daily subjects might run like this: Hog Cholera vaccine, calf buckets, insect spray, poultry water tablets, dehorners, calf feed supplement, rat poison, veterinary supplies generally, worm expeller and hog oil.

Although copy is kept up to date, it is repeated. Changes are seasonal with new copy added at intervals. When warm weather comes and flies begin to appear, a commercial for fly sprays makes an appearance. When grain is being harvested and stored, there is a commercial for weevil killer. And when the season is past, the copy is filed, and the next year it is revised but not changed too much. Copy used by the Owl Drug Store must bring results, and when it does it is kept. When it doesn't it is thrown away.

In speaking of the copy, Mr. Waechter said, "The customer wants to keep hearing it. It's the repeats that pay big dividends."

The copy, too, is designed to inform as well as sell. New developments and products are brought to the farmer in this way. A couple of years ago, the United States Department of Agriculture published the information that traces of DDT were found in milk where DDT was used as a spray around dairy cattle. Mr. Waechter put this information on the air in a commercial that also told of other sprays that did not contain DDT and that were recommended. It goes without saying that Mr. Waechter had the recommended sprays in stock. Back in the days when Mr. Waechter first took over the veterinary department, he used to attend quite a few live stock sales—both to meet people who were prospective customers and see the stock.

Advertising Pays

Besides the farm market program during the noon hour, the Owl Drug Store has cooperated in other shows advertising stock medicines. The department's radio advertising budget is around $3,500 a year. It's advertising that has paid.

And, with WTAD getting ready for television, the Owl Drug Store is getting ready to try TV, too.

In the meantime, radio continues to pay big dividends.

Mr. Waechter has become an air personality in his own right. And when Farm Director Faler says, "You all know Waechter, and he knows the products he sells," he tells the truth. Because through WTAD thousands of persons know Mr. Waechter, and his sales of veterinary medicines and supplies run into thousands of dollars.

at deadline

SHORTAGE OF TV TRANSMITTERS UNLIKELY

TRANSMITTERS in production or already purchased should accommodate applicants granted CPs for new TV stations without regard to materials allocations if FCC resumes licensing by April, government authorities said Friday. Occasion was trade editors electronics conference called by Defense Production Administration and National Production Authority.

Current estimate based on 50 to 60 CP grants for UHF-VHF by July 1 with most going to uncontested applications—cities of 100,000 or less. Time needed to manufacture equipment, rather than materials themselves, will pose major factor on subsequent grants. Certain type towers now authorized as Class B products and wooden structures could be used, authorities noted, adding materials are not serious problem in early stage of freeze-lifting. But "very few, if any" new stations will be operating in 1952, they predicted.

DPA-NPA hopes to maintain first-half materials quotas through '52 third and fourth quarters, estimating '52 production at 7.5 to 8 million radio sets and 3.5 to 4 million TV receivers. From 3.7 to 4 million radio and 1.7 to 2 million TV sets expected in first half. Output will depend on materials, ratio between metals, conservation and technique measures, and choice of models. Prospect is for more normal production now that inventories are depleted.

Presiding at DPA-NPA session were E. T. (Piggy) Morris, who resigns Feb. 1 as chairman of DPA Electronics Board and director of NPA Electronics Division, and J. A. Milling, on leave from RCA Service Co., who succeeds him. Latter's appointment officially announced Friday. (Also see early story page 29.)

CBS NEVER CENSORED, SAYS ELMO ROPER

IN NEARLY four years of broadcasting on CBS, Elmo Roper did not meet "one single instance of censorship or even a remote suggestion of it," public opinion specialist said in script of his final CBS program, prepared for broadcasting last evening (Sunday). He starts Sunday series on NBC Radio in March.

Recalling that when he began his radio series in February 1948 he was warned that radio lacked freedom of expression tradition of newspapers and magazines, Mr. Roper stated: "The record, as far as this reporter is concerned, shows that no matter how controversial the subject I was discussing, there never was the slightest hint of abrogating freedom of speech on the air."

RTMA'S NEW SECTION

NEW Government Relations Section set up Friday by Radio-Television Mfrs. Assn., with reorganization of Transmitter Division, according to Chairman H. J. Hoffman, Machlett Labs. Division favors change of name to Technical Products Division. New government unit headed by Ben Edelman, Western Electric Co. James D. McLean, Philco Corp., is chairman of expanded Communications Section, which absorbs Marine and Aviation Sections. Sections of Transmitter Division to meet Feb. 6 during RTMA industry conference in New York.

CALDWELL MEMORIAL

FIRST order of business Friday under administration of Arthur W. Scharfeld, new president of Federal Communications Bar Assn., was launching of plan to establish memorial honoring Louis G. Caldwell, dean of Washington radio attorneys, who died Dec. 11. Committee will be named by President Scharfeld to work details of scholarship fund, series of lectures or whatever project will be adopted to perpetuate Mr. Caldwell's name. (See FCBA stories page 60.)

Business Briefly

(Continued from page 5)

Show and *Range Rider* in five cities effective this month. Both distributed by CBS Television Film Sales. Autry series on WFBM-TV Indianapolis starting Jan. 26; *Range Rider* on WBEN-TV Buffalo, WBTV (TV) Charlotte, KPRC-TV Houston, WDTV (TV) Pittsburgh. CBS-TV said Autry show sold in more than 30 cities, other film in 26.

GOLDBERG SELLOUT ● Necchi Sewing Machines, N. Y., to sponsor Friday portion of *The Goldbergs* on NBC-TV, 7:15-7:30 p.m., marking complete sellout of program as Ecko Products, Chicago, buys Wednesday and Vitamin Corp. of America (story page 60) takes Monday section. Necchi agency, Doyle, Dane Bernback, N. Y.

FILM ADDING ● Loew's Inc. adding spot announcement campaigns for film "Quo Vadis" in major cities. Agency, Donahue & Coe, N. Y.

SIMPLIFIED EARNINGS REPORT

SIMPLIFICATION of report on employment and earnings for radio-TV employes, required annually by FCC, is in works. In proposed rule, FCC Friday submitted new form, asking for comments by Feb. 18, oppositions by Feb. 29. New single form will take place of two now in use will help Bureau of Labor Statistics issue industry data quicker, it is believed. Main changes from old forms are (1) listing of all employes for same company, instead of for each station licensed by company, (2) listing of employes by station job classification instead of by categories specified by FCC.

CHEESECAKE & CLOCKS

CHEESECAKE party scheduled by WOR-TV New York from 8-10 p.m., Friday at new Television Square, where photographer guests will be provided two versions of that word: One on table and other group of models ready to pose. Studio will provide unlimited number of backgrounds, lights and props, and promises award to cameraman taking best shot. Invitations to be issued members of accredited camera clubs.

In another type of promotion, to remind editors to watch *Today*, Dave Garroway's new morning video show starting today (Monday) 7-9 a.m. on NBC-TV, network on Friday sent them alarm clocks set for 6:45.

PEOPLE.

LINCOLN SCHEURLE resigns as radi director, Hugo Wagenseil & Assoc., Dayt join Foote, Cone & Belding, Chicago, as vision producer.

JAMES BAILEY, managing director of Industry's WAGA-AM-TV Atlanta five has resigned.

HENRY COMAN, assistant director on *Theatre*, and former studio coordinator TV, named assistant to JOSEPH BA production supervisor of *Lucky Strike T* and Johnson's wax program on NBC-T

ROBERT M. PRENTICE, General Foods to Doherty, Clifford & Shenfield, N. Y., count executive.

SAUL FISCHBEIN, formerly in sales d ment WPIX (TV) New York, to Jane Ar Plexiglas gift manufacturers, as general manager.

ALAN SCHROEDER resigns from CBS Sales Staff, Chicago, to join Henry I. Cl station representative firm there Feb. 1 fore joining CBS in May 1950, Mr. Sch was salesman for WOR-AM-TV New office in Chicago.

BERNARD TULLIUS, formerly senio neer at Radio Engineering Labs, Long City, N. Y., named sales engineer for mitter Division DuMont Labs, Clifton.

LEONARD TARCHER and BEN S. L elected vice presidents of J. D. Tarcher New York agency.

DR. EARLE K. PLYLER appointed c Radiometry Section of National Bure Standards Atomic & Radiation Physic

FOUR NAMED MEMBERS OF ABC ADVISORY GRO

ROGER W. CLIPP, WFIL Phila Verl Bratton, WKTY La Crosse, Wis.; V. Hough, WBAP Fort Worth, and J Morton, KJR Seattle, elected to terms as members of ABC Stations & Advisory Committee, representing 1, 3, 5 and 7, William A. Wylie, ABC of station relations, announced Friday. elected alternates for these districts a Glover DeLaney WTHT Hartford; Hartenbower, KCMO Kansas City, Mo. L. Cagle, Texas State Network, Ft. Tex., and J. B. Conley, KEX Portlan Representatives of four even-numbere tricts, elected year ago, serve through

WTTG MOVES QUARTERS

DuMONT'S WTTG (TV) Washingt taken over the tenth floor of the Hotel, is planning to move from quarters in Harrington Hotel April space will include two studios (40 x and 40 x 40 ft.), with a double-decke trol room between them. Station began tion on experimental basis in 1939, c cially in 1947. It operates on Channel 17.5 kw visual radiated power.

WISCONSIN FM DRIVE

CAMPAIGN to promote FM set sales tening in Wisconsin to start Feb. 4, one being sponsored jointly by NARTB and Television Mfrs. Assn. Two-score Wi distributors, dealers and broadcasters active part in campaign.

YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

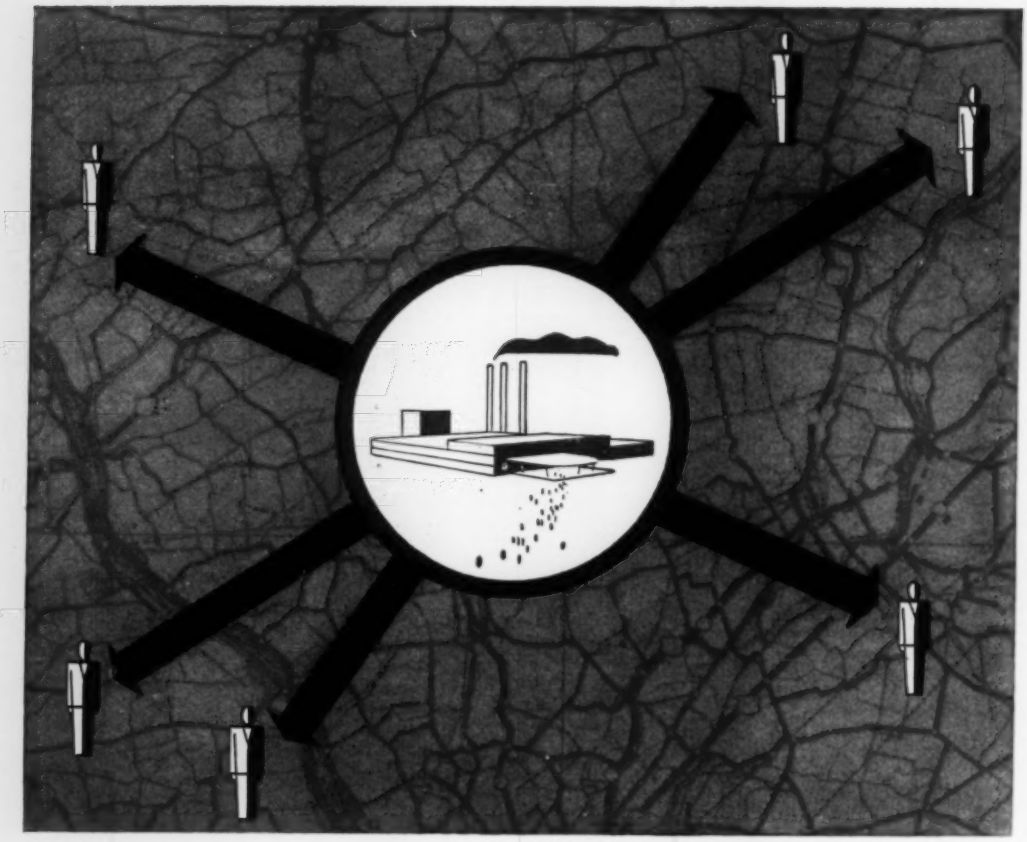
Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE



HOW BIG IS A PLANT'S "NEIGHBORHOOD"?

Areas of influence often are larger than management thinks. Community relations can be helped by the *longer-reaching* medium.. radio.

With every improvement in mass transportation, a plant's "neighborhood" expands.

Employment applicants come from farther and farther away. The circle of local suppliers widens. And these are only two examples.

Moreover, as the area of influence grows, the need for good community relations increases. For this reason, more and more companies are turning to *radio* to carry their message.. both to neighbors near the plant and to those who live beyond the reach of other local media.

In six of the nation's leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.. Westinghouse stations are taking a leading part in this growing development. They are in their 32nd year of helping industry make friends with its neighbors.. and they offer their experience and facilities to company management as well as to advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales